ADGI Design Week Pt.2
November 2025

Pinterest on Foot is an e-zine of photos and screenshots I took of inspiring things, made in an effort to clear up my phone gallery (currently at 33,000 photos too many).

To use the zine, treat it as a prompt generator. Jump to a random page. Find something you like about it. Create something based on your findings. Make a brief. Et cetera.

(Garlic Cracker Press)

PINTEREST ON FOOT

Disclaimer

Most if not all artworks featured in this zine are not my own. *Pinterest on Foot* was made for my personal research and study, not commerical purposes or profit.

If I've included your work and you'd like for me to take it down, I want to respect your request. Please send me a direct message at @garliccrackerpress on Instagram or email me at garliccrackerpress@gmail.com.

About

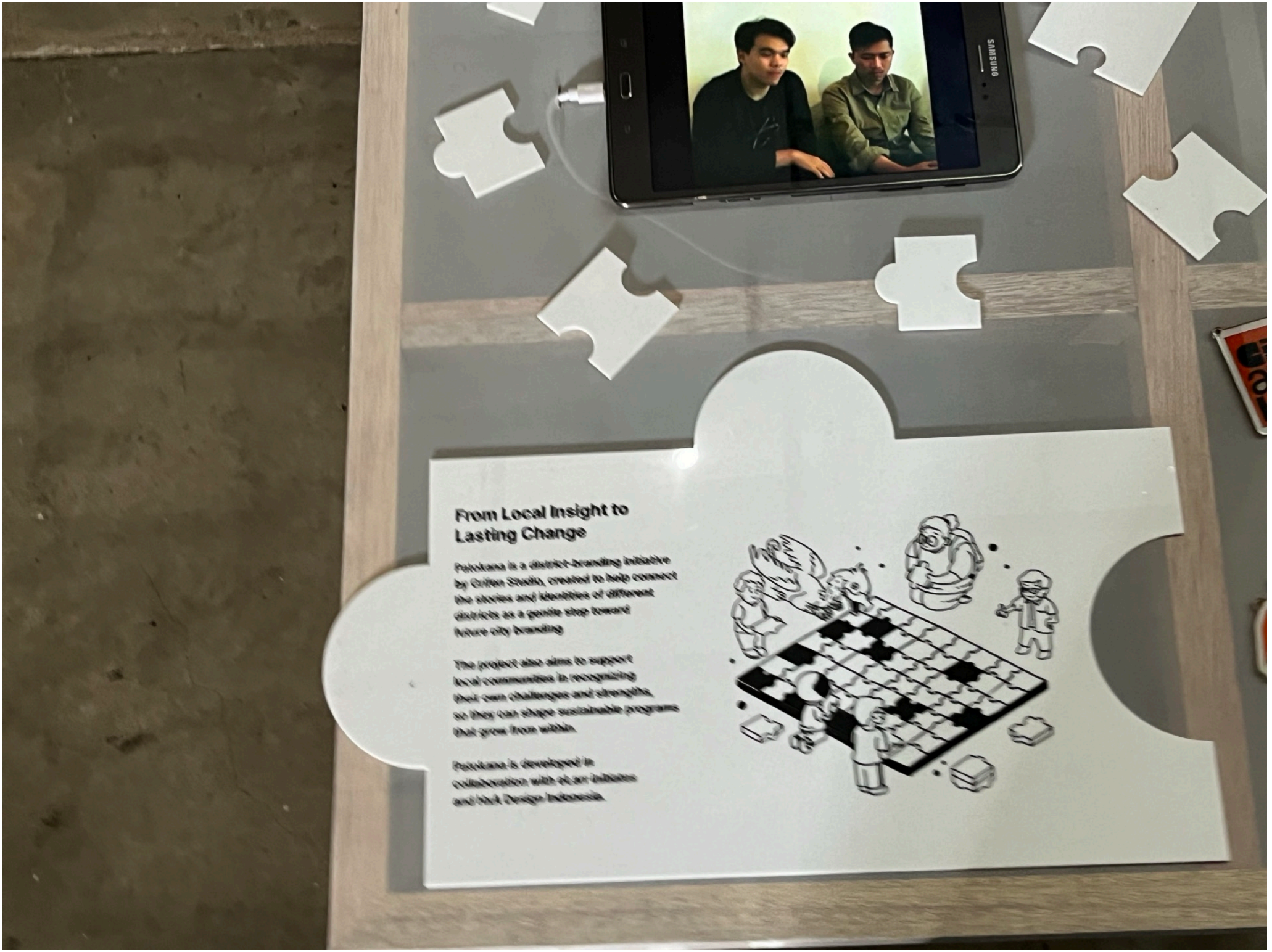
© 2025 Garlic Cracker Press

Garlic Cracker Press is a small publishing, print, and art zine project by Grace Francine.

Instagram — @garliccrackerpress
Email — garliccrackerpress@gmail.com

patokana
GRFN
et.arr
HxA Design
From Local Insight to Lasting Change
Patokana is a district-branding initiative by Grifen Studio, created to help connect the stories and identities of different districts as a gentle step toward future city branding
The project also aims to support local communities in recognizing their own challenges and strengths, so they can shape sustainable programs that grow from within.
Patokana is developed in collaboration with et.arr initiates and HxA Design Indonesia.
Grifen Studio

“Love the way you can tell a design studio’s reputation by how weird their exhibit is.” “Well it grabs attention. They know exactly what they’re doing.” *—conversation*


SAMSUNG
From Local Insight to Lasting Change
Petroliana is a district-branding initiative by Griffen Studio, created to help connect the stories and identities of different districts as a gentle step toward future city branding.
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Petroliana is developed in collaboration with eLan Initiative and Nick Design Indonesia.

Experiences
Skillsets
Wildy Riftian
Wildy Riftian does
motion design
email
instagram
linkedin
behance
resume
01 motion
02 branding
03 editorial
04 photoworks
05 illustration
06 3D tech
WHEEL OF FORTUNE

Wildy Riftian Portfolio
https://wildyriftian.com
Wildy Riftian's portfolio reimagines the digital archive as tactile experience,
where work unfolds through folder-like interfaces that evoke flipping through
physical portfolios. Awarded Awwwards SOTD and Developer Award,
the site transforms browsing into discovery; each project card flips
with satisfying motion, revealing 3D animations, illustrations, and motion work.
The yellow-black pallette and archival aesthetic create a curated showcase
where technical excellence meets playful interaction.
02
Branding
02
XVIII
XVII

motion
02
Branding
02
Editorial03
Editorial

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Experiences
Skillsets
Wildy Riftian
wildyriftian@gmail.com
@wildyriftian
linkedin.com/in/wildy-riftian
behance.net/wildyriftian
download here
Wildy Riftian does
motion design
01 motion
02 branding
03 editorial
04 photoworks
05 illustration
06 3D tech
DIP DIP DIP!
XVIII
WHEEL OF FORTUNE

Experiences
Skillsets
Wildy Riftian
I'm Wildy Riftian, a visual artist and designer from Pontianak, Indonesia. I spent my young adulthood years in Seoul, South Korea, where I earned a BFA in Visual Communication Design from Kookmin University and gained professional experience across motion design, graphic design, illustration, and photography.
Passionate about visual storytelling, I love blending skills across various mediums to push creative boundaries. I'm currently focusing on the technical aspects of three dimensional animation and motion.
email wildyriftian@gmail.com
instagram @wildyriftian
linkedin linkedin.com/in/wildy-riftian
behance behance.net/wildyriftian
resume download here
ADOBE PHOTOSHOP
ADOBE LIGHTROOM
ADOBE ILLUSTRATOR
PROCREATE
ADOBE SUBSTANCE PAINTER
BLENDER
Wildy Riftian does
motion design
I'M AN ENTHUSIASTIC AND MULTIFACETED VISUAL ARTIST, MOTION DESIGNER, GRAPHIC DESIGNER, ILLUSTRATOR, AND PHOTOGRAPHER. PASSIONATE ABOUT PUSHING CREATIVE BOUNDARIES. I CONSTANTLY SEEK TO EXPAND MY EXPERTISE AND COMBINE SKILLS ACROSS VARIOUS MEDIUMS. I THRIVE ON PROBLEM-SOLVING AND EMBRACE CHALLENGES WITH A PROACTIVE AND OPEN-MINDED APPROACH.
01 motion
02 branding
03 editorial
04 photoworks
05 illustration
06 3D tech
DIP DIP DIP!
DIP DIP DIP!
OUTSTAN

motion
02
Branding
02
Editorial03
Photography

Surd Studio

21

Jakarta

Surd Studio operates at the intersection of behavioral psychology and digital craftsmanship, understanding users to create interfaces that feel effortless. Rather than following established patterns, each project decodes the subtle ways people interact with digital environments. This focus on micro-interactions—those moments distinguishing memorable from routine experiences—drives their practice. The studio specializes in UI/UX and interaction design, working across information architecture and development to transform complexity into intuitive simplicity.

Their integrated services span brand identity, digital product development, UX research, and XR experiences, ensuring brand consistency while pushing technical boundaries, claiming international recognition along the way. Each project explores how thoughtful design addresses complex problems while maintaining accessibility. The practice demonstrates that effective design emerges from bridging both technical requirements and human behaviors, shaping digital delight for brands who are ready to stand out.

@surd.studio
surd.studio

Akseleterasi DKV 51
EKRAF I

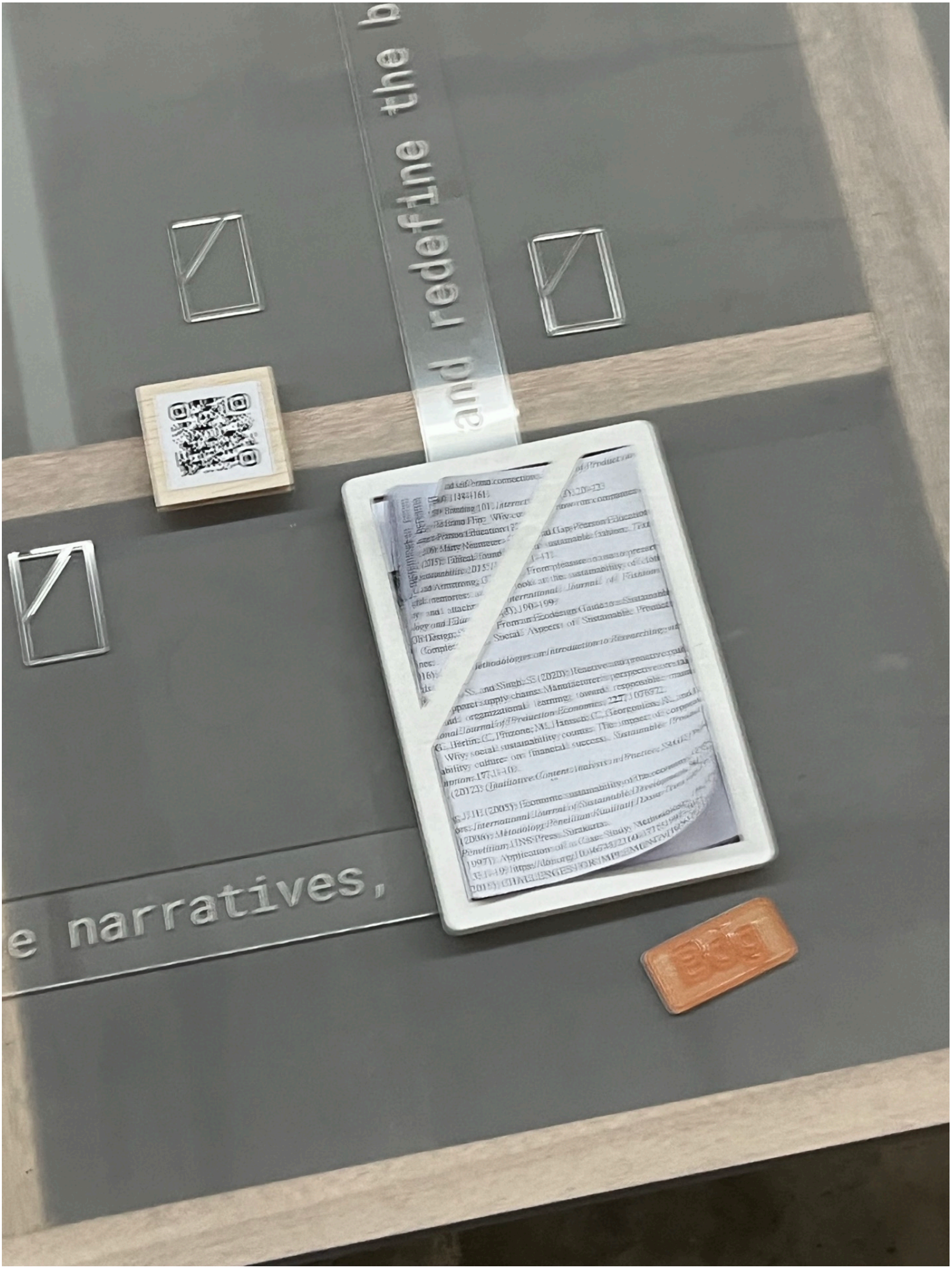
EKRAF

MUSEUM EXHIBITION
Museum Sejarah Jakarta
Museum Sejarah Jakarta
Museum Sejarah Jakarta
Warna Jakarta
Sejarah Jakarta Milik Kita
Dari keadilan menuju kebenaran.
Kotak Suara Keadilan
SILAHKAN TULIS!
Museum Sejarah Jakarta
Axis of Justice
Ekualitas
Ekuitas
Emosional
Rasional
Kolektif
Individual
Patung Singa
Museum Sejarah Jakarta
Refleksi Keadilan di Hari Kemerdekaan
Rebranding Logo
MUSEUM SEJARAH JAKARTA
Museum Sejarah Jakarta
Museum Sejarah Jakarta

MUSEUM EXHIBITION
Museum Sejarah Jakarta
EKRAF STAFF
Museum Sejarah Jakarta
Warna Jakarta
Sejarah Jakarta Milik Kita
Dari keadilan menuju kebenaran.
Patung Singa
Dutch Lion
Museum Sejarah Jakarta
Refleksi Keadilan di Hari Kemerdekaan
Simbolisasi Keadilan
SILAHKAN TULIS!
Museum Sejarah Jakarta menjadi
Axis of Justice
Ekuitas
Rasional
Emosional
Keadilan
Kolektif
Individual
Rebranding Logo
Museum Sejarah Jakarta
Museum Sejarah Jakarta
Kotak Suara Keadilan
Axis of Justice
1A04
1A07
1A10

Akselerasi DKV EKRAF 1
51
Muhammad Dikan
Designer & Illustrator di Cengtrent Studio. Lahir dan tumbuh besar di Semenanjung Sekatab, kambi berdomisili di BSD. Tengamerang Pasire, Aceh Utara, ia kini melanjutkan pendidikan tinggi di Institut Seni dan Budaya Indonesia (ISBI) Aceh.
Ula Veyina
Brand Designer asal Jakarta. Selama lebih dari delapan tahun berkarya di ranah branding, ia tertu mengeksplorasi bagaimana desain dapat menjadi medium yang menyatukan identitas, emosi, dan strategi.
Nathania Clara Aurellia Liem
Designer & Freelancer yang telah berkarya sejak 2018. Berfokus pada branding dan sosial media design, ia kini bekerja di Okular Creative, Jakarta Barat, sembari terus mengeksplorasi berbagai aspek visual dalam desain.
EKRAF
ADGI
Warna Jakarta
Brand Essence
Sejarah Jakarta Milik Kita
Museum Sejarah Jakarta
Museum Sejarah Jakarta
Dari keadilan menuju kebenaran.
Kotak Suara Keadilan
Experience
Kotak Suara Keadilan
SILAHKAN TULIS!
dan masukin kotak
(NANTI DILEPAS AJA INI ~)
Simbolisasi Keadilan
Museum Sejarah Jakarta
Museum Sejarah Jakarta menjadi
Axis of Justice
Ekualitas
Ekuitas
Emosional
Rasional
Keadilan
Individual
Kolektif
dari bekas pengadilan yang tidak adil,
ubah menjadi pusat percakapan tentang keadilan.

levance comes from adaptation,Each City
Shifts our perspective to
and redefine the boundaries of shape.
craft stories that
bridge cultures,weave narratives,


and redefine the b
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and redefine the boundaries of shape.
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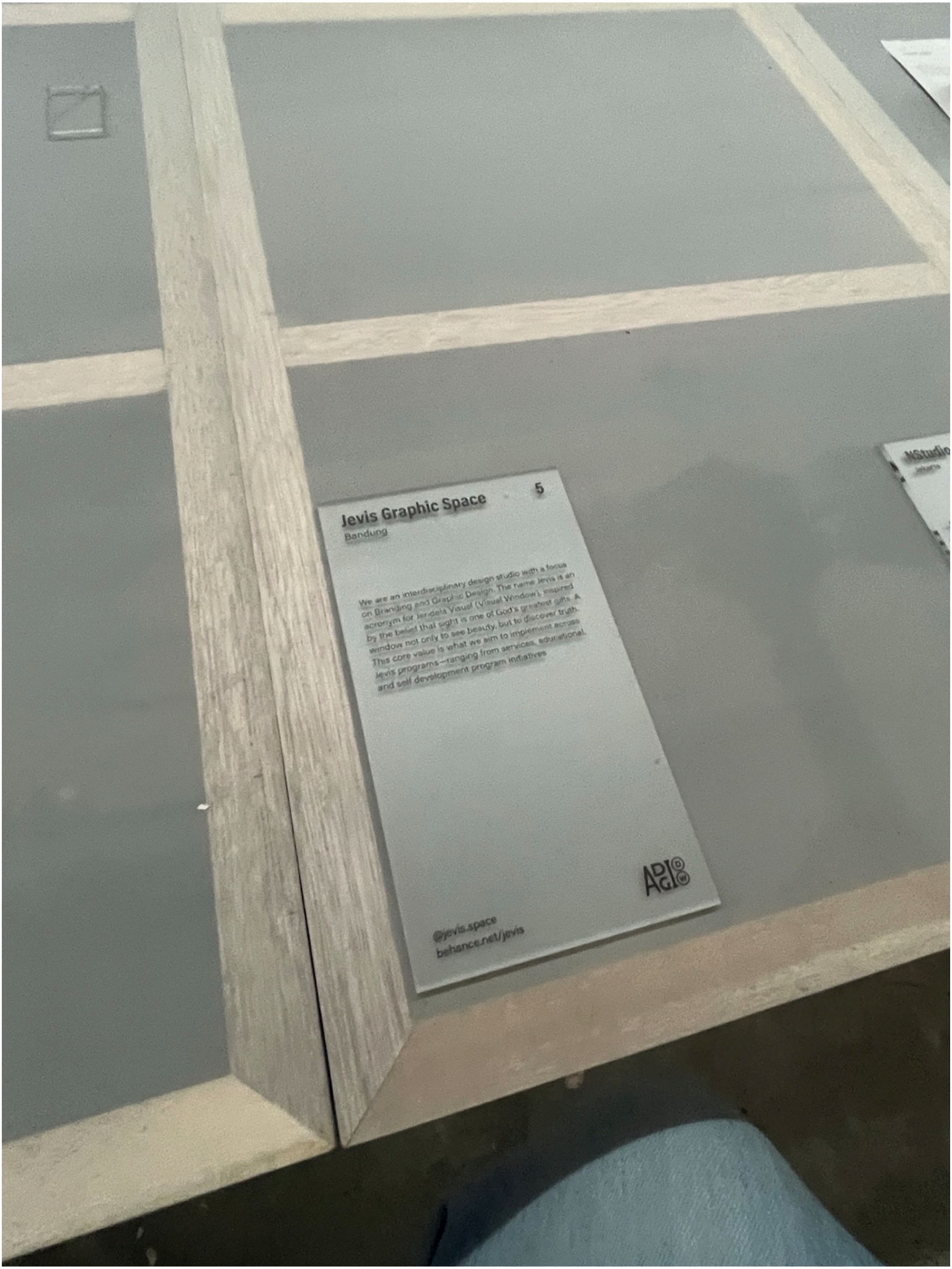
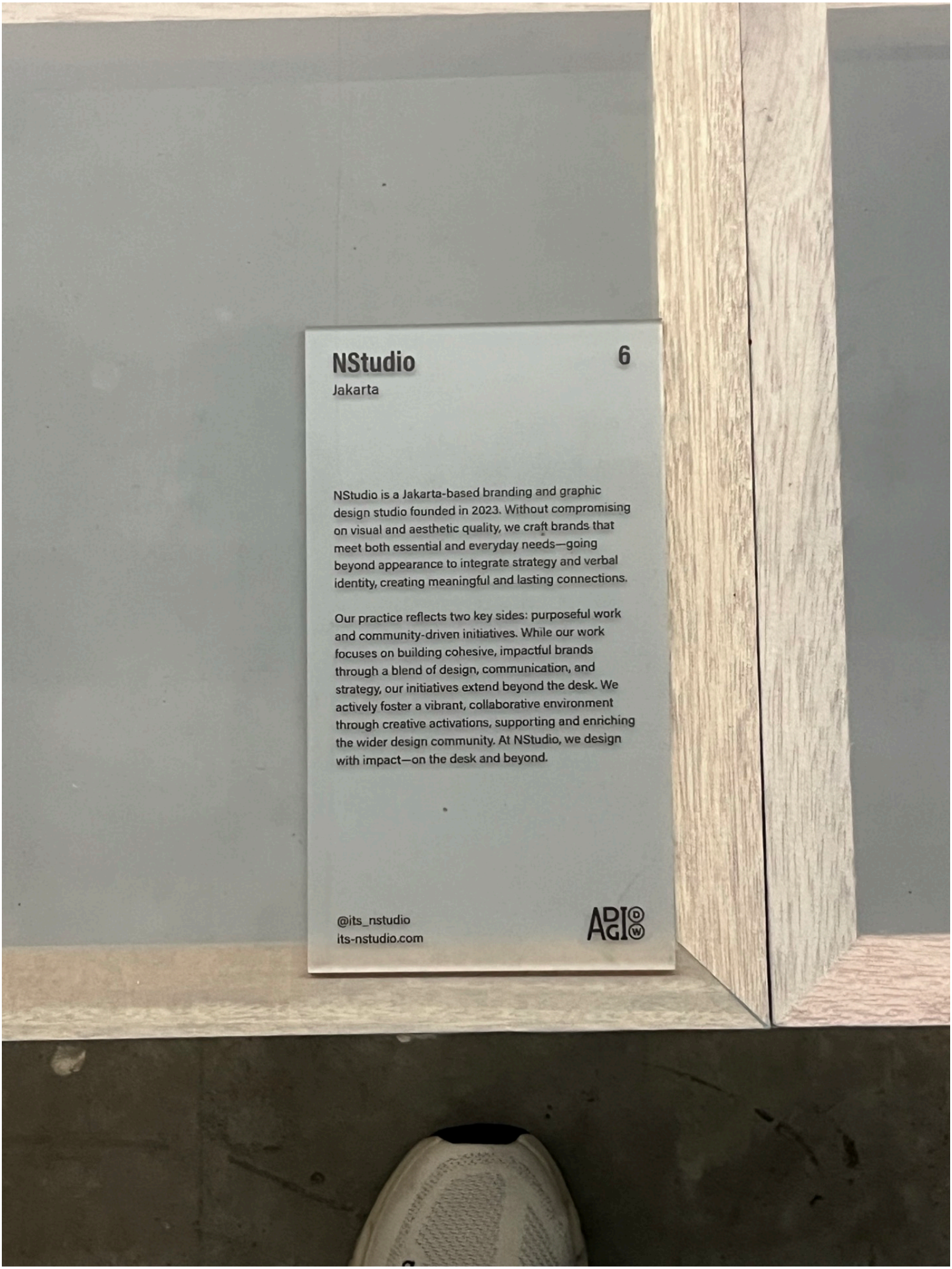

Jevis Graphic Space
5
Bandung
We are an interdisciplinary design studio with a focus on Branding and Graphic Design. The name Jevis is an acronym for Jendela Visual (Visual Window), inspired by the belief that sight is one of God's greatest gifts. A window not only to see beauty, but to discover truth. This core value is what we aim to implement across Jevis programs—ranging from services, educational, and self development program initiatives
@jevis.space
behance.net/jevis

Each City
shifts
Jkt
fine the boundaries of shape.


NStudio
6
Jakarta
NStudio is a Jakarta-based branding and graphic design studio founded in 2023. Without compromising on visual and aesthetic quality, we craft brands that meet both essential and everyday needs—going beyond appearance to integrate strategy and verbal identity, creating meaningful and lasting connections.
Our practice reflects two key sides: purposeful work and community-driven initiatives. While our work focuses on building cohesive, impactful brands through a blend of design, communication, and strategy, our initiatives extend beyond the desk. We actively foster a vibrant, collaborative environment through creative activations, supporting and enriching the wider design community. At NStudio, we design with impact—on the desk and beyond.
@its_nstudio
its-nstudio.com
ADGI DW

SETAMAN
[1]
KEMBANG
Hita Tea's first blend, crafted in 2020, was conceived as an opening prayer for its journey. This unique composition blends two bold, astringent green tea varieties with seven botanical elements—flowers and leaves—symbolizing a heartfelt plea for divine guidance and grace. The sum of 2 and 7 forms 9, the highest symbolic number in Javanese tradition, representing a wish for blessings and prosperity.
Reflecting this deep-rooted heritage, the graphic elements wrapper are inspired by the four flowers of Kembang Setaman — Mawar (Rose), Melati (Jasmine), Kenanga (Ylang-ylang), and Kantil (Magnolia) — each thoughtfully selected to honor the tea's floral richness and aromatic elegance.
ONCE YOU'VE FINISHED BREWING, DON'T TOSS IT AWAY! THIS WRAPPER IS CRAFTED TO BE KEPT AND FRAMED AS A KEEPSAKE.

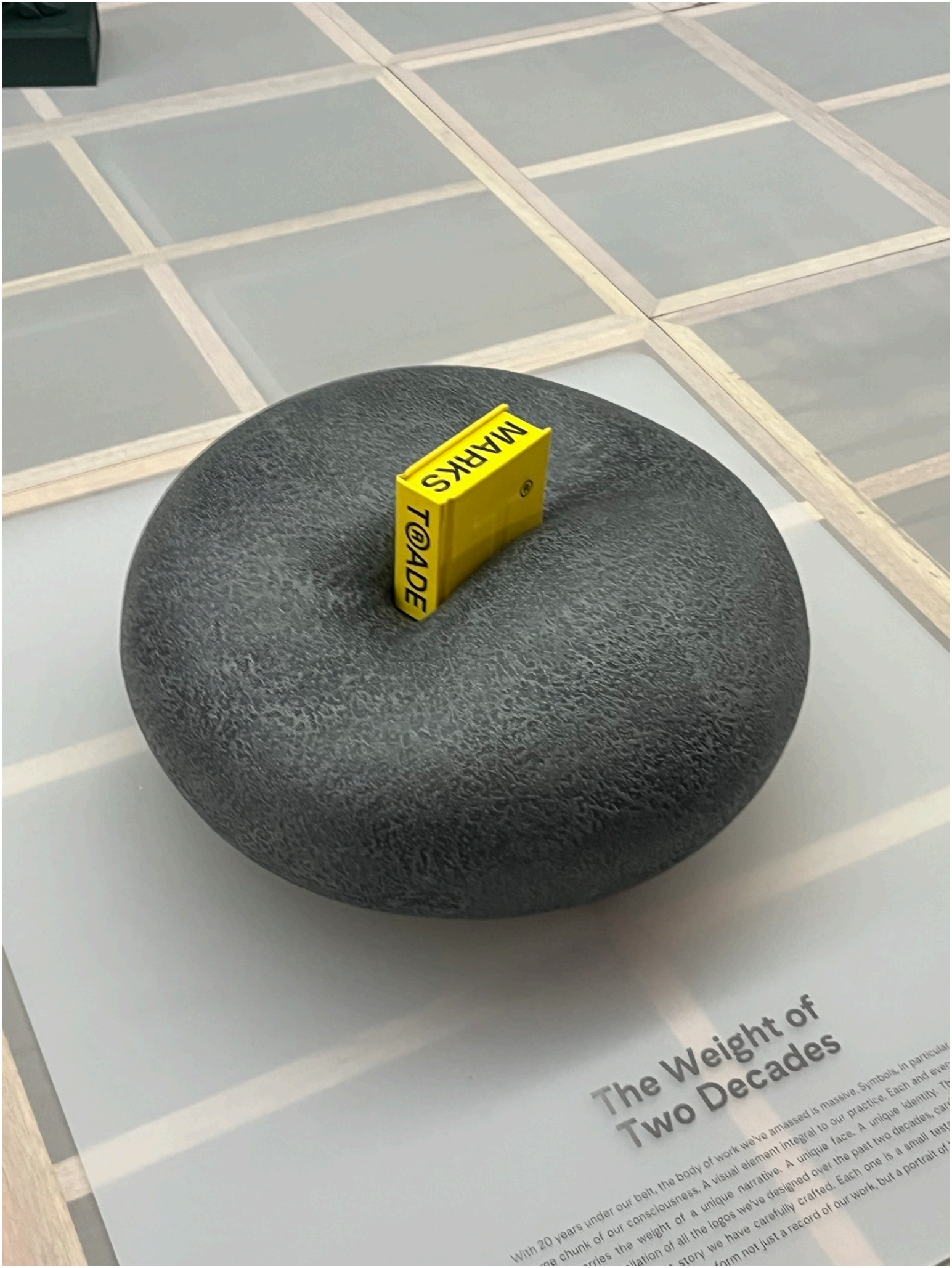
BARONG

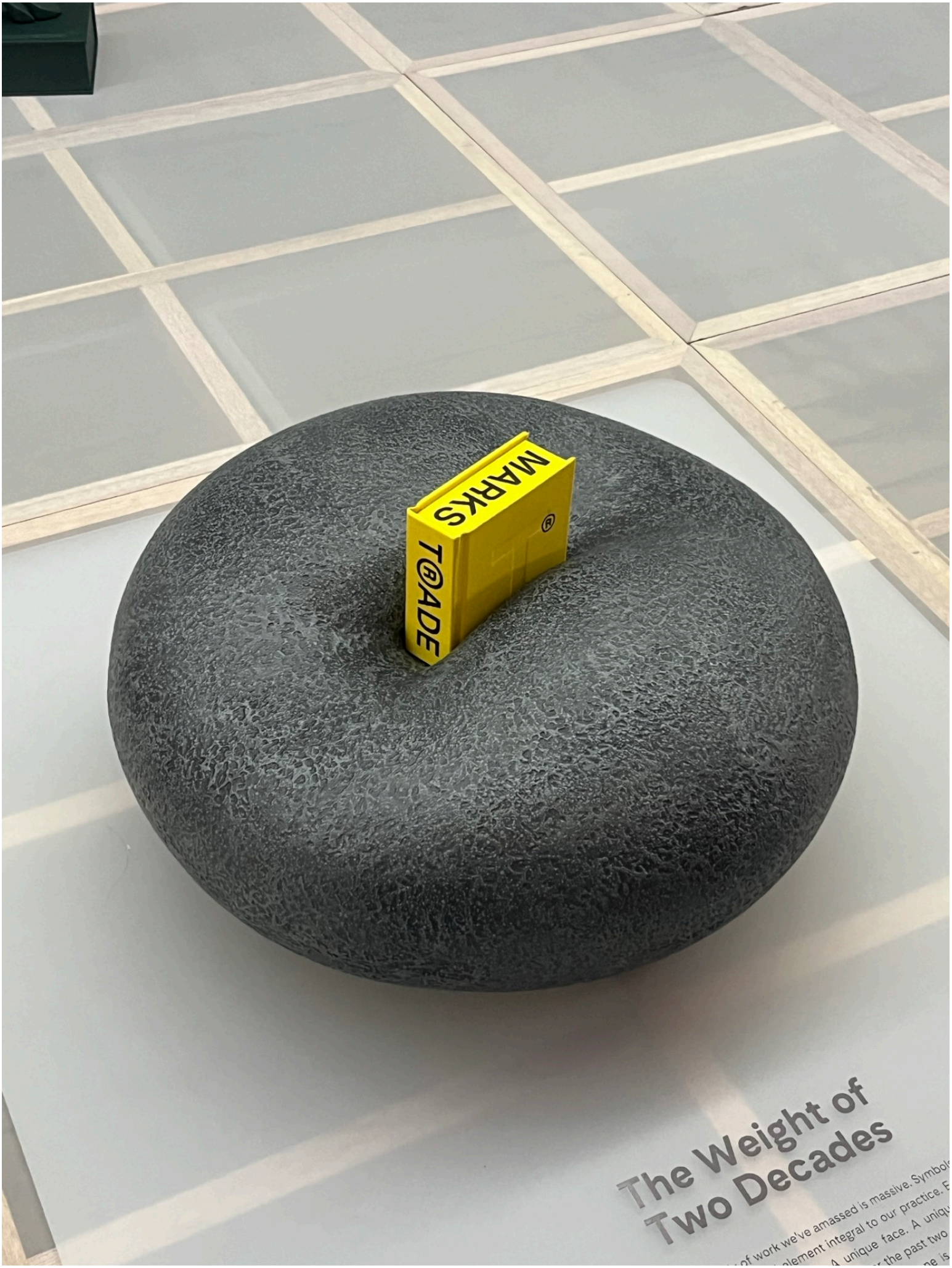
Inspired by the Reog Dance. this blend represents the philosophy of a leader who embodies the harmony of thought (cipta), feeling (rasa), and will (karsa). East Java's visual identity also evokes a sense of myth and depth — featuring winged people, mythical creatures, folklore, and elements that transcend reality.

This tea also captures the rich culinary heritage of East Jawa, such as Es Pleret, a refreshing drink infused with fragrant fruits that defines the region's tea characteristic

ONCE YOU'VE FINISHED BREWING,
DON'T TOSS IT AWAY!
THIS WRAPPER IS CRAFTED TO BE KEPT
AND FRAMED AS A KEEPSAKE.

nted on Fedrigoni Paper, Arena White Rough 90g


MARKS
The Weight of
Two Decades


MARKS
T@ADE
The Weight of
Two Decades

Thinking*Room

7

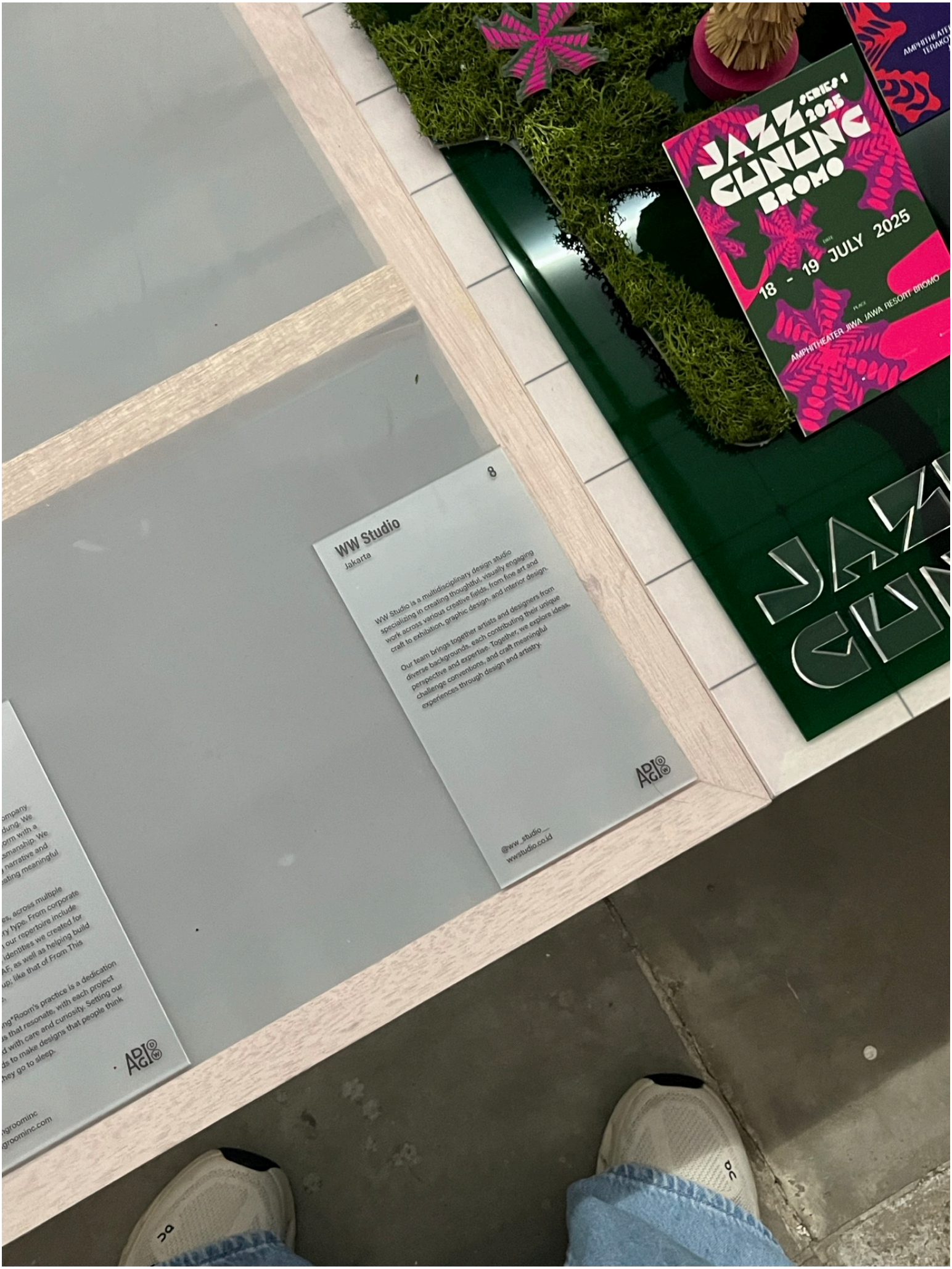
Jakarta & Bandung

Thinking*Room is a brand-focused design company founded in 2005, based in Jakarta and Bandung. We help brands come to life, grow, and transform with a thoughtful process and meticulous craftsmanship. We believe the harmony between a strong narrative and well-crafted design is essential to creating meaningful brand experiences.

Our work spans over two decades, across multiple mediums and for clients of every type. From corporate to craft, notable projects from our repertoire include rebranding; work like visual identities we created for Mangkunegaran and EKRAF, as well as helping build brands from the ground up; like that of From This Island and Flash Coffee.

At the core of Thinking*Room's practice is a dedication to designing brands that resonate, with each project being approached with care and curiosity. Setting our hearts and minds to make designs that people think about before they go to sleep.

@thinkingroominc
thinkingroominc.com


JAZZ SERIES 1 2025
GUNUNG BROMO
DATE
18 - 19 JULY 2025
PLACE
AMPHITHEATER JIWA JAWA RESORT BROMO
8
WW Studio
Jakarta
WW Studio is a multidisciplinary design studio specializing in creating thoughtful, visually engaging work across various creative fields, from fine art and craft to exhibition, graphic design, and interior design.
Our team brings together artists and designers from diverse backgrounds, each contributing their unique perspective and expertise. Together, we explore ideas, challenge conventions, and craft meaningful experiences through design and artistry.
@ww_studio__
wwstudio.co.id

JAZZ SERIES 2025
GUNUNG
JAZZ SERIES 2025
GUNUNG
09
AUGUST
2025
AMPHITHEATER TAMAN GANDRUNG
TERAKOTA, BANYUWANGI,
JAWA TIMUR
JAZZ SERIES 2025
GUNUNG
BROMO
18 - 19 JULY 2025
AMPHITHEATER JIWA JAWA RESORT BROMO
JAKARTA COFFEE WEEK 2024
JAKARTA COFFEE WEEK 2024
JAKARTA COFFEE WEEK 2024
JAZZ SERIES
2025
GUNUNG

JAKARTA COFFEE WEEK 2024
ILLUSTRATION
ICE BSD
HALL 5
01-03 NOVEMBER 2024
COFFEE TALK
WE YOU
THE
BRING BEST
JASIN
MIKAEL
SPONSOR
COMPETITOR
TENANT

Menerandai Cakrawala Sinem Indonesia
Menilik Film Horor Kita Hari Ini
PIALA CITRA FESTIVAL FILM INDONESIA
USMAR ISMAIL
COFFEE TALK
JAZZ GUNUNG IJEN
09 AUGUST 2025
JAZZ GUNUNG BROMO
18 - 19 JULY 2025
SPONSOR
JAZZ SERIES 2025 GUNUNG
WW Studio
Jakarta

PIALA CITRA
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2021
FILM INDONESIA
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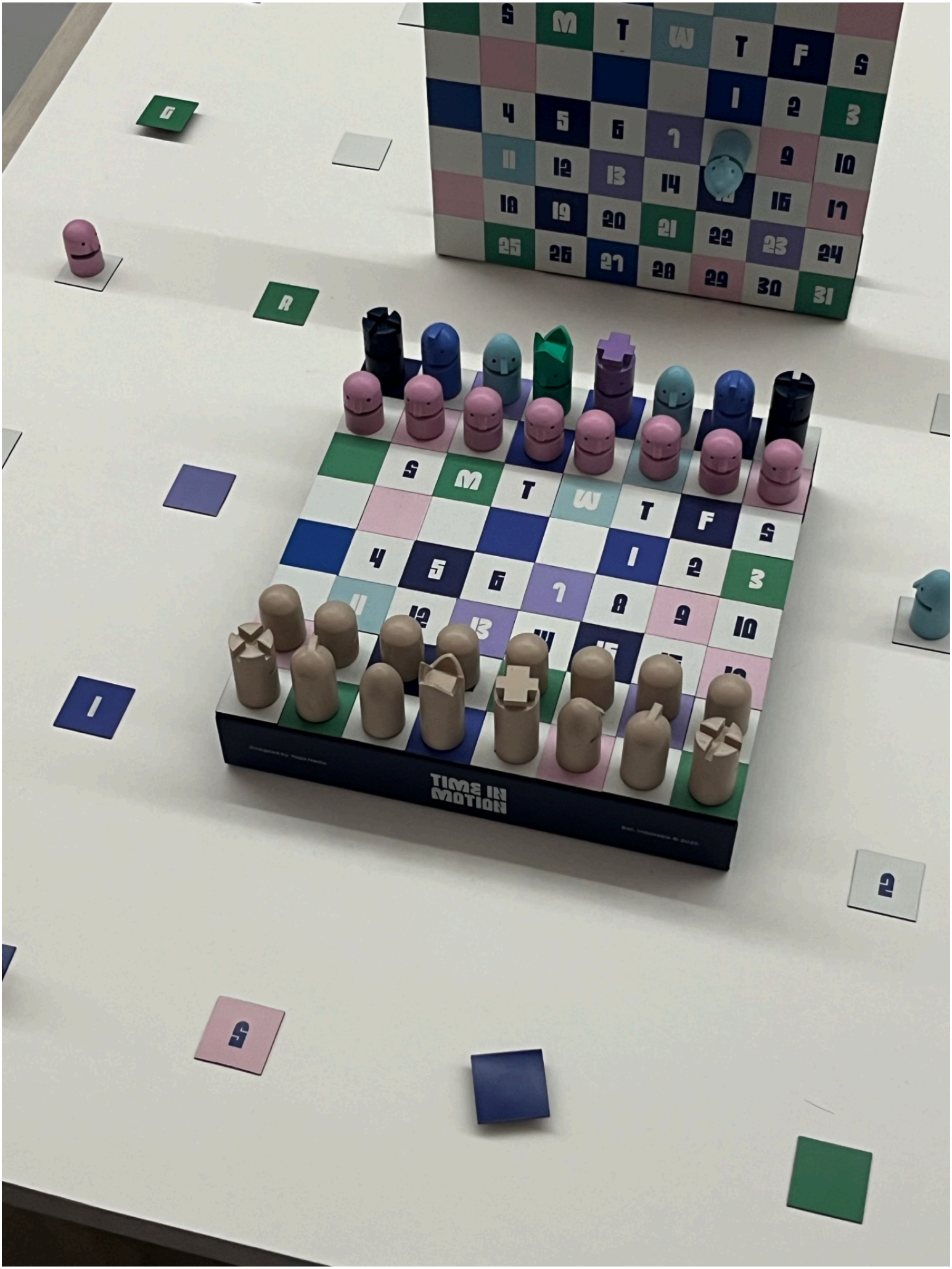
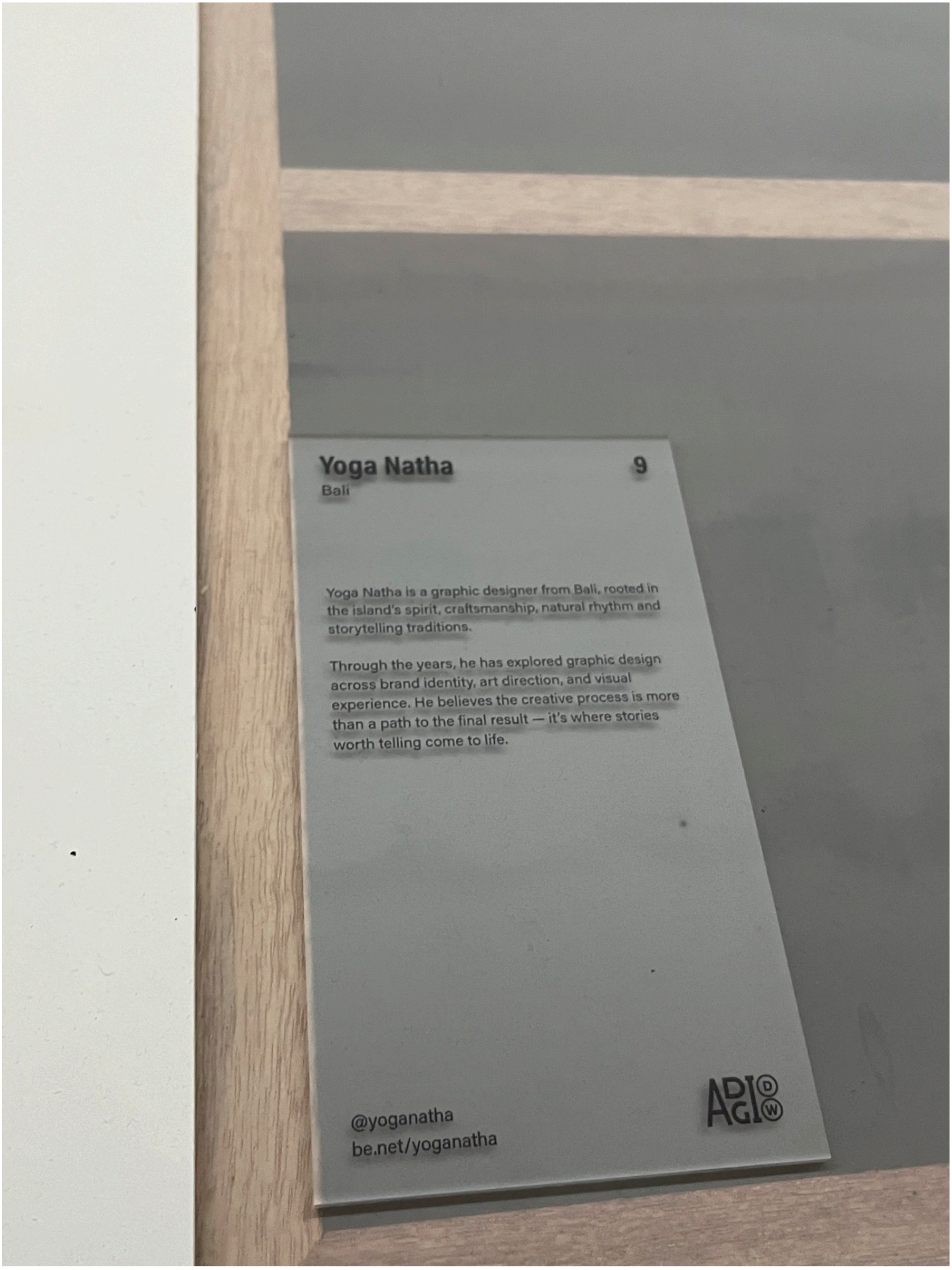
Bapak Perfilman Indonesia
USMAR ISMAIL
JAZZ
2025

Sinem
Indonesia
Film
Horor
Kita
Hari Ini
JAKARTA COFFEE WEEK 2024
01-03 NOVEMBER 2024
COFFEE TALK
SPONSOR
COMPETITOR
TENANT


S M T W T F S
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31
TIME IN MOTION

TIME IN MOTION
JAN — 2026
S M T W T F S
TIME IN MOTION

JAN - 2026
S M T W T F S
Designed by Yoga Natha
TIME IN MOTION
Bali, Indonesia © 2025
2


Yoga Natha
9
Bali
Yoga Natha is a graphic designer from Bali, rooted in the island's spirit, craftsmanship, natural rhythm and storytelling traditions.
Through the years, he has explored graphic design across brand identity, art direction, and visual experience. He believes the creative process is more than a path to the final result — it's where stories worth telling come to life.
@yoganatha
be.net/yoganatha

DK 01 All Styles
Thin Italic 100
ExtraLight Italic 200
Light Italic 300
Regular Italic 400
Medium Italic 500
SemiBold Italic 600
Bold Italic 700
ExtraBold Italic 800
Black Italic 900
DK 01 Basic Glyph Set
Aaa Bb Cc Dd
Ee Ff GGggg
Hh IIi JJj Kk
Mm Nn Oo
QQq Rr Ss
Uu Vv Ww
Yyy Zz !?
Variable Font
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Weight 100 900
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Darman Kadir
10
Jakarta
Darman Kadir is a type designer who crafts modern, functional typefaces with a clear sense of personality. His work explores how form, rhythm, and detail shape the way words communicate, seeking harmony between clarity and character. Guided by a focus on usability and expression, he aims to create typefaces that feel personal, adaptable, and timeless.
Through DKType, an independent type foundry, he develops and distributes original typefaces that help designers, brands, and companies worldwide express their personality with clarity and confidence. Each typeface reflects a thoughtful balance between design craft and practical use, offering tools that support creative communication across both digital and print media.
A Bold & Flexible
Sans Serif Typeface Family
10 Styles + Variable Font
Designed by
Darman Kadir
Type Specimen
2025
DK01
Style
Category
Format
Released

DK01
Aag
DK 01 All Styles
Thin Italic 100
ExtraLight Italic 200
Light Italic 300
Regular Italic 400
Medium Italic 500
SemiBold Italic 600
Bold Italic 700
ExtraBold Italic 800
Black Italic 900
DK 01 Basic Glyph Set
Aaa Bb Cc Dd
Ee Ff GGggg
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Mm Nn Oo Pp
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Variable Font
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10
Darman Kadir
Jakarta

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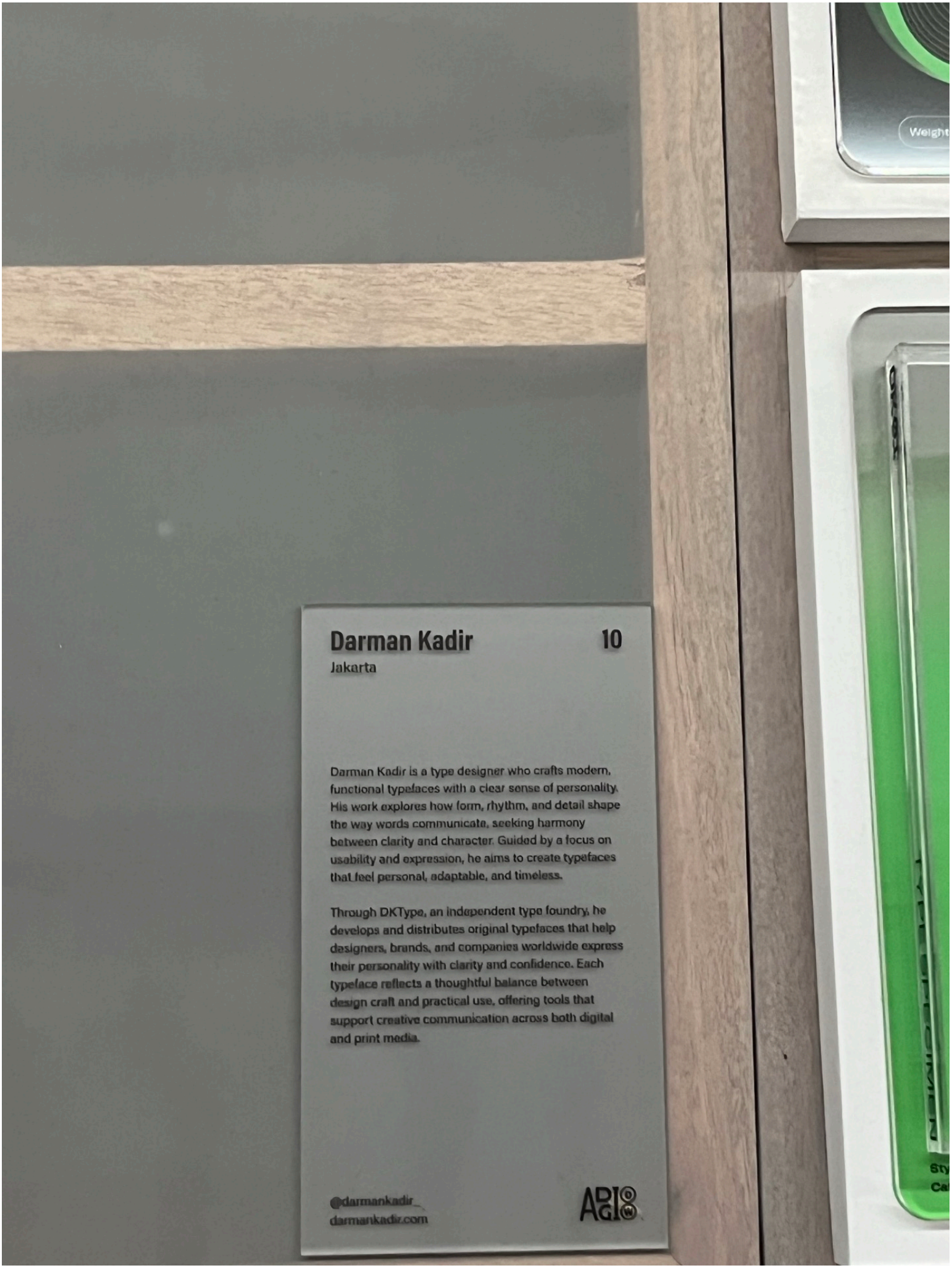
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@darmankadir
darmankadir.com

DK01
Construction
Aa01
DK01 All Styles
Thin
ExtraLight
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black
Italic
Italic
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DK01 Basic Glyph Set
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Ee Ff Gg
Hh Ii Ii Jj
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Variable Font

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DK 01 All Styles
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Variable Font

Keep the conversation going
Custom Font Modification

Flexible
if Typeface Family
+ Variable Font
by
adir
Type Specimen
2025
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Format
OTF, TTF, WOFF, WOFF2
Released
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ExtraLight
Light
Regular
Medium
SemiBold
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Ee Ff GGg
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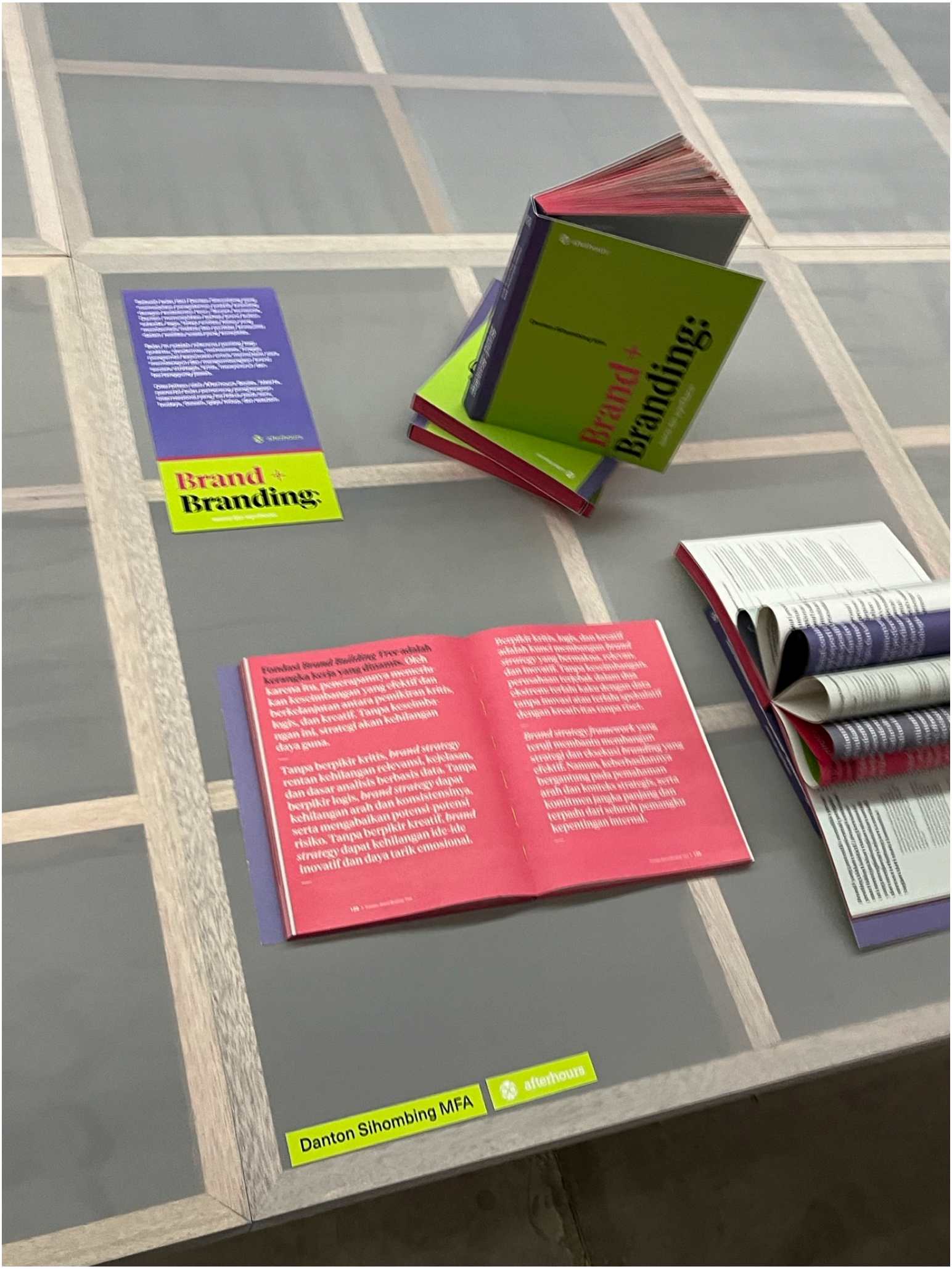
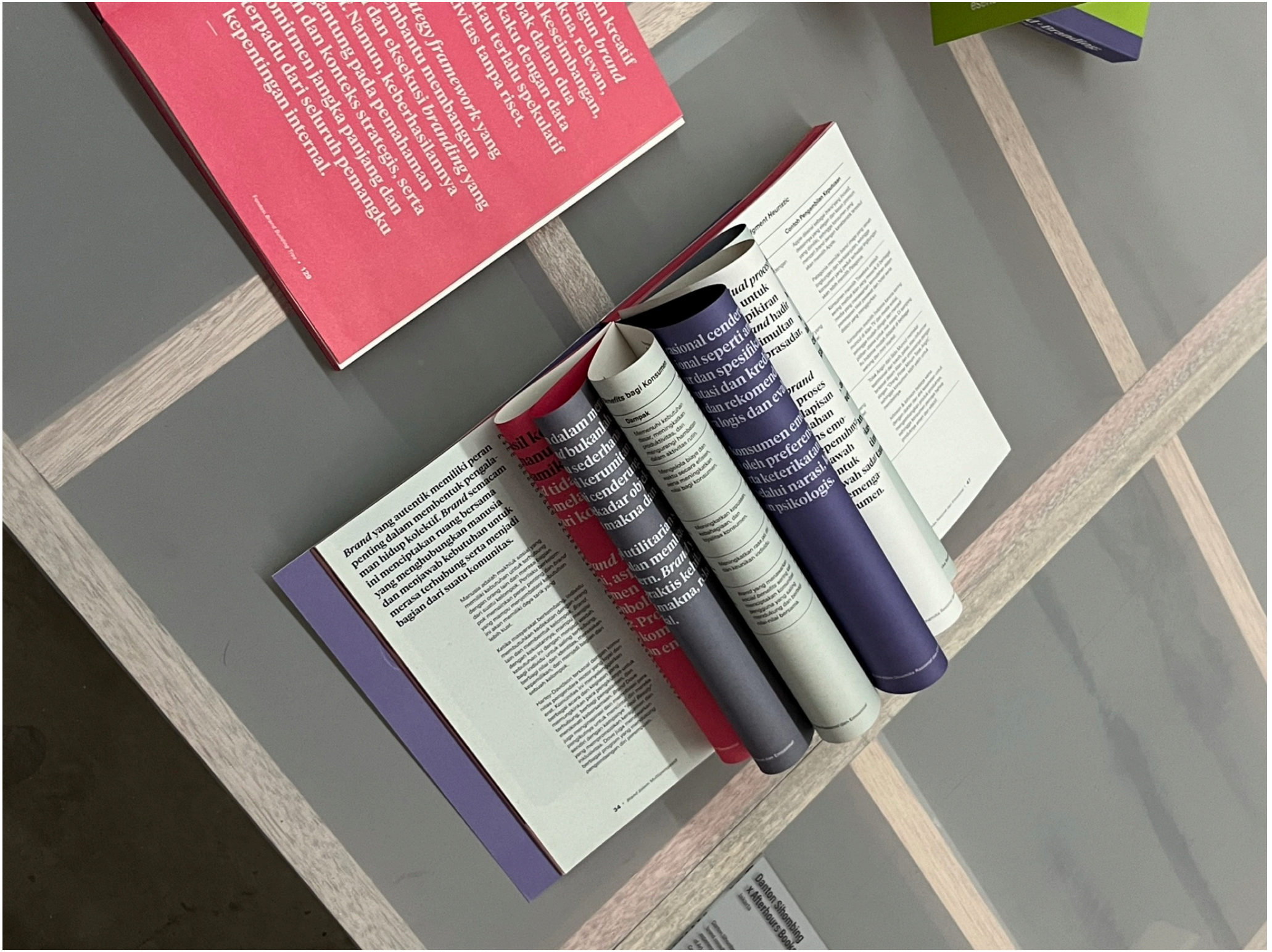

Brand + Branding:
Brand + Branding:
Fondasi Brand Building Tree adalah kerangka kerja yang dinamis. Oleh karena itu, penerapannya memerlukan keseimbangan yang efektif dan berkelanjutan antara pemikiran kritis, logis, dan kreatif. Tanpa keseimbangan ini, strategi akan kehilangan daya guna.
Tanpa berpikir kritis, brand strategy rentan kehilangan relevansi, kejelasan, dan dasar analisis berbasis data. Tanpa berpikir logis, brand strategy dapat kehilangan arah dan konsistensinya, serta mengabaikan potensi-potensi risiko. Tanpa berpikir kreatif, brand strategy dapat kehilangan ide-ide inovatif dan daya tarik emosional.
Berpikir kritis, logis, dan kreatif adalah kunci membangun brand strategy yang bermakna, relevan, dan inovatif. Tanpa keseimbangan, perusahaan terjebak dalam dua ekstrem: terlalu kaku dengan data tanpa inovasi atau terlalu spekulatif dengan kreativitas tanpa riset.
Brand strategy framework yang teruji membantu membangun strategi dan eksekusi branding yang efektif. Namun, keberhasilannya bergantung pada pemahaman arah dan konteks strategis, serta komitmen jangka panjang dan terpadu dari seluruh pemangku kepentingan internal.
Danton Sihombing MFA
afterhours


Brand yang autentik memiliki peran penting dalam membentuk pengalaman hidup kolektif. Brand semacam ini menciptakan ruang bersama yang menghubungkan manusia dan menjawab kebutuhan untuk merasa terhubung serta menjadi bagian dari suatu komunitas.
Danton Sihombing
x Afterhours Books

afterhours
Danton Sihombing MFA
Brand + Branding:
esensi dan signifikansi
Fondasi *Brand Building Tree* adalah kerangka kerja yang dinamis. Oleh karena itu, penerapannya memerlukan kesinambungan yang efektif dan berkelanjutan antara penulikiran kritis, logis, dan kreatif. Tanpa keseimbangan ini, strategi akan kehilangan daya guna.
Tanpa berpikir kritis, *brand strategy* rentan kehilangan relevansi, kejelasan, dan dasar analisis berbasis data. Tanpa berpikir logis, *brand strategy* dapat kehilangan arah dan konsistensinya, serta mengabaikan potensi-potensi risiko. Tanpa berpikir kreatif, *brand strategy* dapat kehilangan ide-ide inovatif dan daya tarik emosional.
Berpikir kritis, logis, dan kreatif adalah kunci membangun brand *strategy* yang bermakna, relevan, dan inovatif. Tanpa keseimbangan, perusahaan terjebak dalam dua ekstrem: terlalu kaku dengan data tanpa inovasi atau terlalu spekulatif dengan kreativitas tanpa riset.
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Danton Sihombing MFA
afterhours

Danton Sihombing x Afterhours Books 43

Jakarta

Danton Sihombing is a graphic designer, author, and brand consultant with more than two decades of experience, earning his MFA from the Savannah College of Art and Design in 1997. He co-founded Inkara Brand Consulting and became a founding partner of The Council Brand Advisory, leading projects that span brand research, strategy, communication, and design. His previous leadership roles as Chairman of ADGI, FGD Forum, and the Jakarta Arts Council underscore his influence on Indonesia's design and branding landscape.

Afterhours Books is an international award-winning publisher of art, design, culture, lifestyle, nature, and wisdom. We create inspiring, beautifully crafted books that enrich your perspectives and elevate your reading experience.

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afterhoursbooks.com

12

Mario Pegas

Jakarta

Mario Pegas (b. 1986, Jakarta) is an art director, brand designer, illustrator, type designer, and writer. His work explores the intersections of visual identity and narrative construction, through the lens of worldbuilding. He has collaborated with international and regional clients including BEAMS Japan, Hoisales (UK), Standard Format (UK), Wacom (SEA), and the Economic Research Institute for ASEAN & East Asia (ERIA), alongside local projects for Persikabo 1973 Football Club, Bluesville, and TAKA Craft. His design and graphic works have been featured in international publications such as HYPEBEAST and Neocha Magazine Asia.

He is also the founder and creator of Mangkupurba, an independent worldbuilding IP and transmedia speculative fiction project centered on paleontology and anthropology. Through Mangkupurba, Mario expands his exploration of design into product, publishing, and merchandising, with numerous appearances in cultural retail events including ArtKet and PPP (Press Print Party).

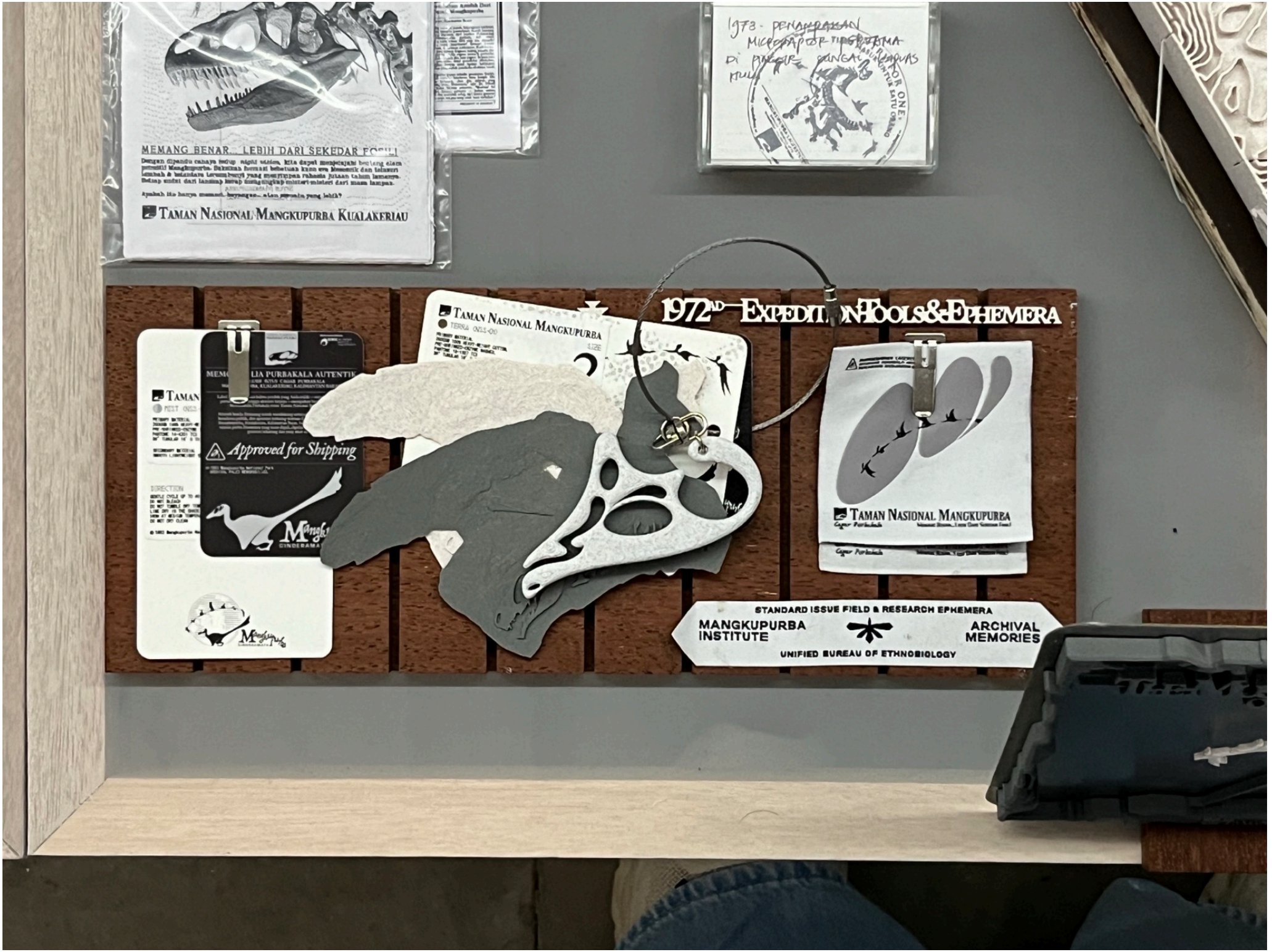
@supermariopegas
mariopegas.com

MICRORAPTOR AREA
AREA MICRORAPTOR
PERHATIAN
TAMAN NASIONAL
MANGKUDIRBA
SPESIMEN PURBAKALA AUTENTIK
Approved for Shipping
OBSERVASI AKRAWALA
1983
POST 1985 — WIDESPREAD PUBLICATIONS
12
Mario Pegas

MICRORAPTOR AREA
AREA MICRORAPTOR
PERHATIAN
SPESIMEN PURBAKALA AUTENTIK
Approved for Shipping
INDONESIAN
OBSERVASI
1983

TAMAN NASIONAL MANGKUPURBA
1983-1985 MANGKUPURBA ONDERAMATA EKSPANSI
THE FRESHWATER
THE MUSEUM OF FIRST CONTACT
OF THE FORMATS OF DISCOVERY
TAMAN NASIONAL MANGKUPURBA
"A living tiger in Borneo's rainforests had long been gone. Although the island's distant past offers much trace of its living history. In 1975, Douchan Gersi; a French explorer proved otherwise. He had photographed a dead one: laying bloody below an apparition of bird-like lizard with iridescent

GKUPURBA-CINDERAMATA
XPANSION
TAMAN NASIONAL MANGKUPURBA
TAMAN NASIONAL MANGKUPURBA
THE FRESHWATER
Sauropoda Baru
ster Mangkupurba
ENTRY FOR ONE


MEMANG BENAR... LEBIH DARI SEKEDAR FOSIL!
TAMAN NASIONAL MANGKUPURBA KUALAKERIAU
1973 - PENANDATANGAN
Approved for Shipping
TAMAN NASIONAL MANGKUPURBA
1972AD EXPEDITION TOOLS & EPHEMERA
STANDARD ISSUE FIELD & RESEARCH EPHEMERA
MANGKUPURBA INSTITUTE
ARCHIVAL MEMORIES
UNIFIED BUREAU OF ETHNOBIOLOGY

TAMAN NASIONAL MANGKUPURBA KUALAKERIAU
TAMAN NASIONAL MANGKUPURBA
LIA PURBAKALA AUTENTIK
USIF SITUS CAGAR PURBAKALA
BA, KUALAKERIAU, KALIMANTAN BARAT
Approved for
© 1983 Mangkupurba National Park
ARCHIVAL PALEO MEMORABILIAS.
Mangkupurba
CINDERAMATA
TAMAN
PRIMARY MATERIAL
SECONDARY MATERIAL
DIRECTION
GENTLE CYCLE UP TO 40
DO NOT BLEACH
DO NOT TUMBLE DRY
LINE DRY IN THE SHADE
IRON AT MEDIUM TEMPER
DO NOT DRY CLEAN
© 1983 Mangkupurba Na
Mangkupurba

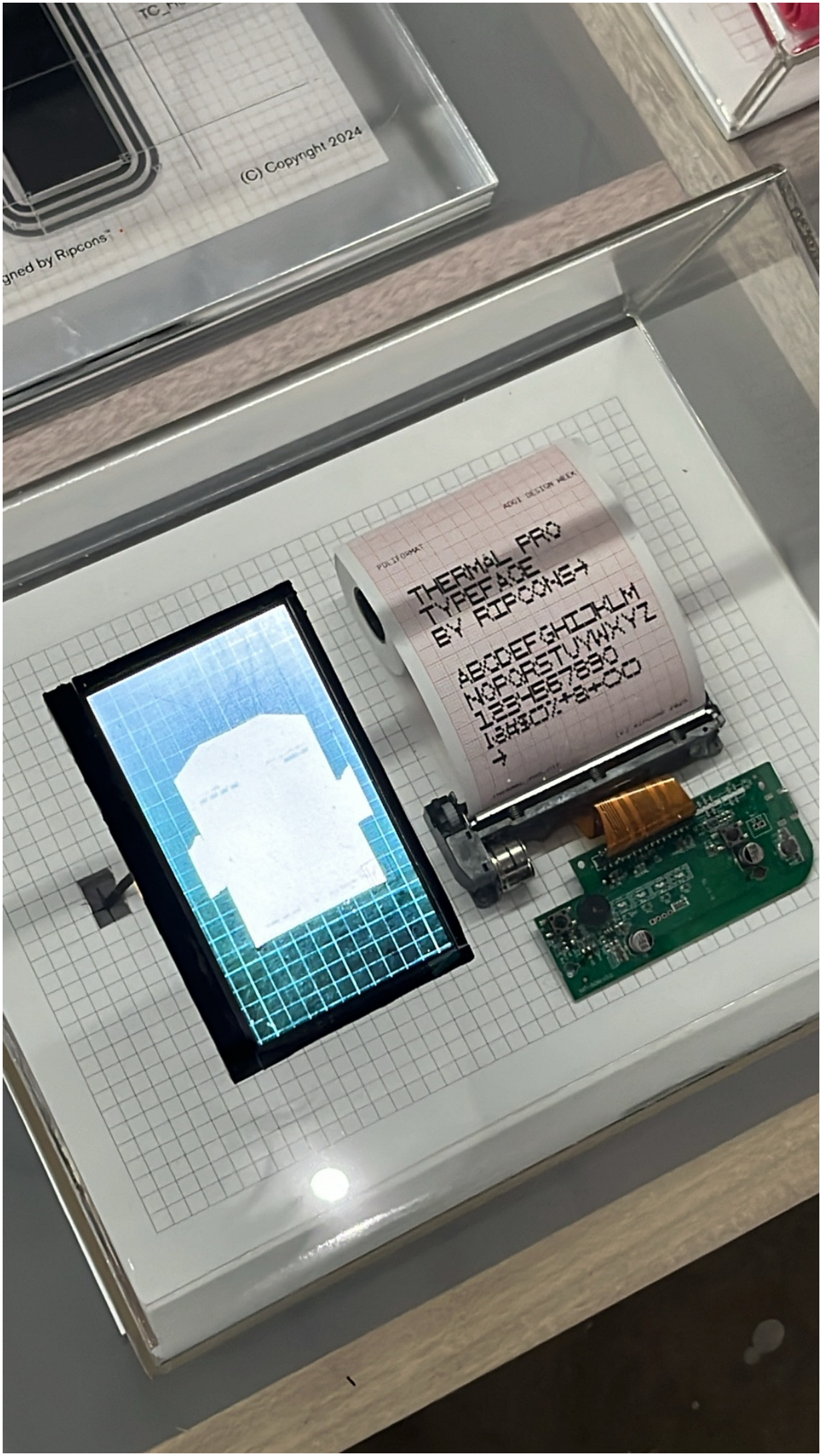
Approved for Shipping
WEENTREAD PUBLICATIONS
MANGKUPURBA EXPANSION
THE MUSEUM OF FIRST CONTACT
ON THE FORMATS OF DISCOVERY
TAMAN NASIONAL MANGKUPURBA
"A living tiger in Borneo's rainforests had long been gone. Although the island's distant past offers much trace of its living history. In 1975, Douchan Gersi; a French explorer proved otherwise. He had photographed a dead one: laying bloody below an apparition of bird-like lizard with iridescent feathers, feasting. This island; being the contrary, is a place where tigers go to die"
The Museum of First Contact: On the Formats of Discovery is a reconstruction of Mangkupurba's earliest unearthings to establishment. A vast selected collection of multi-format archival pieces that spans a decade-and-a-half in an era of societal turmoil & rampant national growth in 1970-1985 as Indonesia grapples with its newfound wealth of natural resources. The archival memories from recovered documents & ephemera, the exhibition poised to trace back how visual design became an ever-expanding instrument that shapes the memory of discovery itself.
Taman Nasional Mangkupurba is an transmedia speculative fiction project set in a protected site and prehistoric preservation area in geopolitically contested region in 1980s West Borneo. The preserve is home to a prehistoric "dinosaur graveyard". A situated land trifecta in the heart of Kapuas River; exposing a wealth of fossils & the sudden reemergence isolated prehistoric ecosystem from the Mesozoic era, revealing a new found record of the Archipelago's natural history.
0.8154° N, 113.3229° E

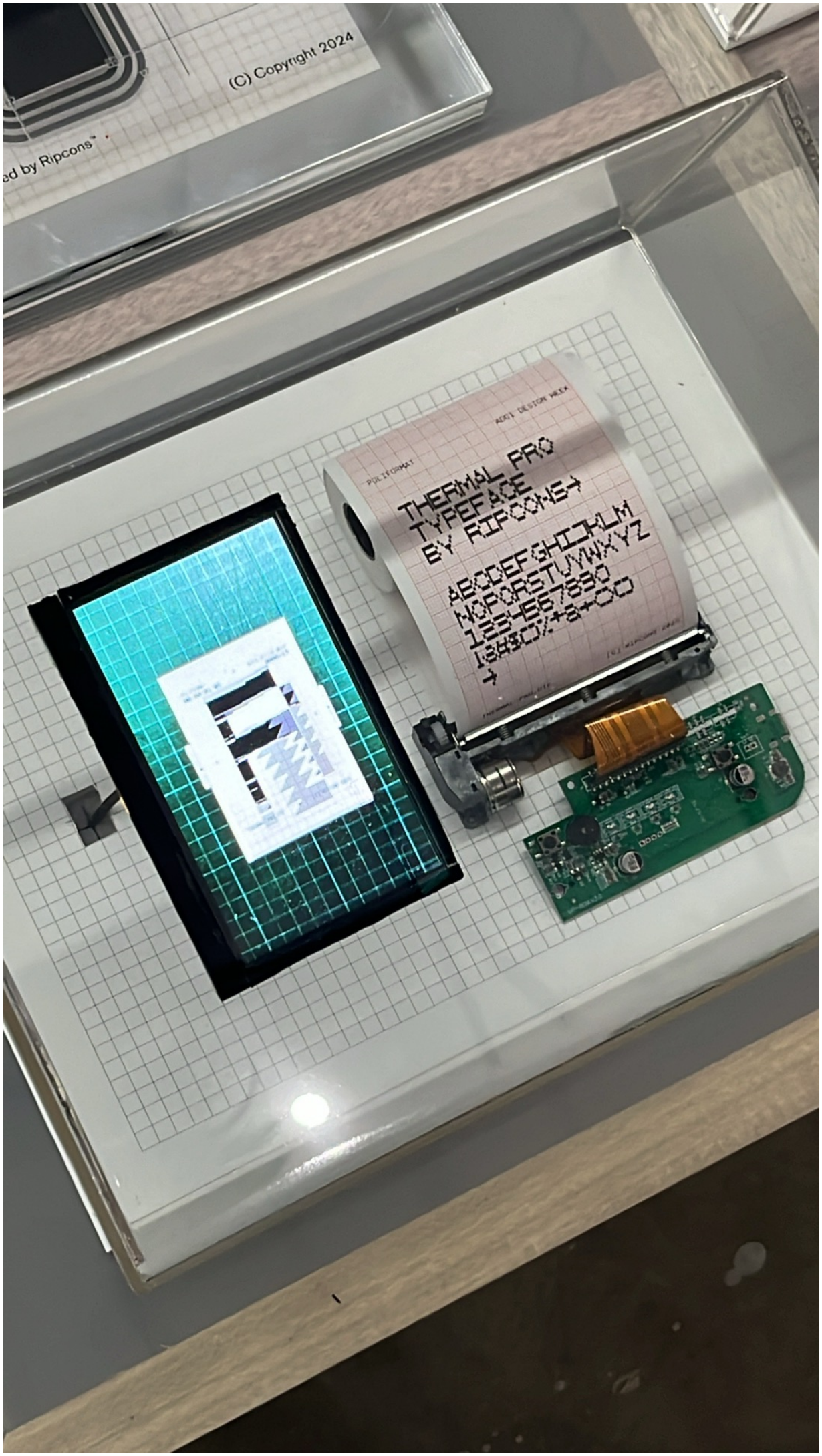
MICRORAPTOR AREA
AREA MICRORAPTOR
PERHATIAN
"A living tiger in Borneo's rainforests had long been
THE MUSEUM OF FIRST CONTACT
OF THE FOUNDATION OF DISCOVERY

MANGKUPURBA
WESTBORNES
TAMAN NASIONAL MANGKUPURBA
Cagar Purbakala
MANGKUPURBA LAGERSTÄTTE
TAMAN NASIONAL MANGKUPURBA
Cagar Purbakala
MANGKUPURBA LAGERSTÄTTE
TAMAN NASIONAL MANGKUPURBA
Cagar Purbakala
MANGKUPURBA LAGERSTÄTTE
MANGKUPURBA LAGERSTÄTTE
MANGKUPURBA LAGERSTÄTTE
TAMAN NASIONAL MANGKUPURBA
MANGKUPURBA ONDERAMATA
EXPANSION

TAMAN NASIONAL
MANGKUPURBA
Cagar Perlindungan
TAMAN NASIONAL MANGKUPURBA
MANGKUPURBA LANDSTATTE
MANGKUPURBA-CINDERAMATA
EXTANSION

TAMAN NASIONAL MANGKUPURBA
Taman Nasional Mangkupurba
Taman Nasional Mangkupurba
Taman Nasional Mangkupurba
Taman Nasional Mangkupurba
Mangkupurba Onderamata

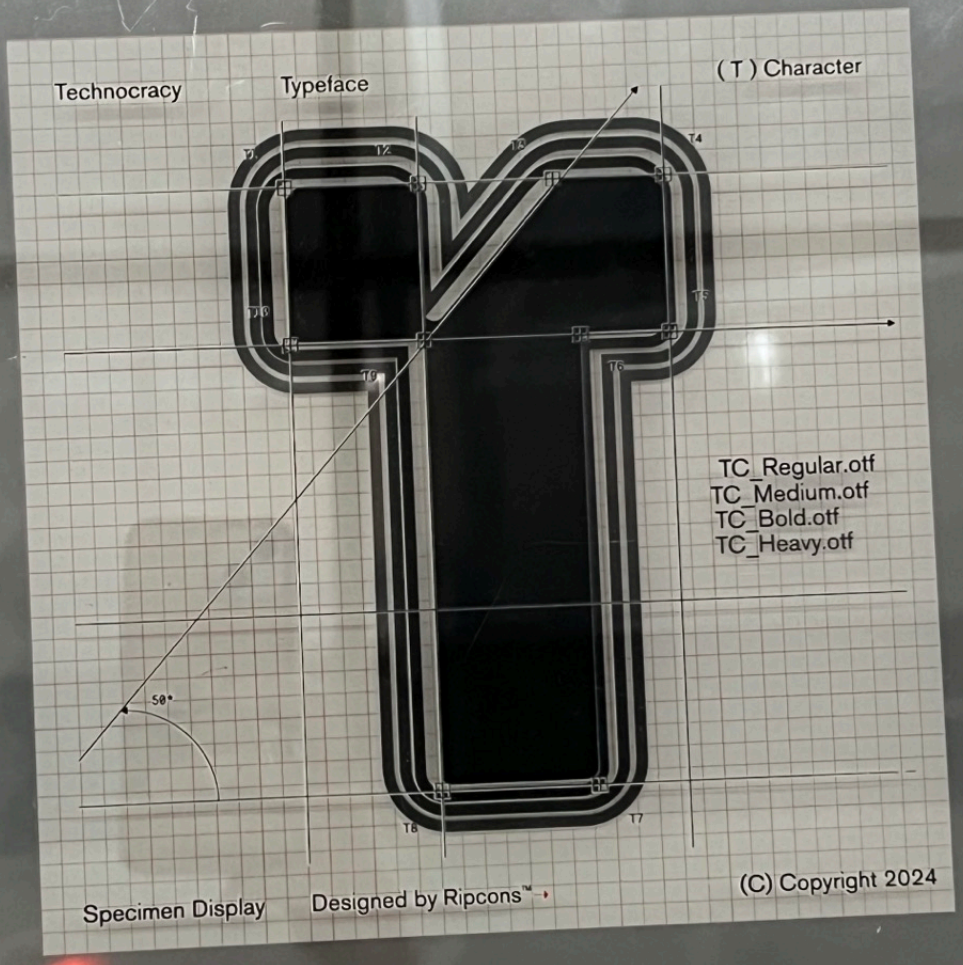

(C) Copyright 2024
gned by Ripcons
POLIFORMAT
ADDI DESIGN WEEK
THERMAL PRO
TYPEFACE
BY RIPCONS→
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
12#$0%+a+00
→

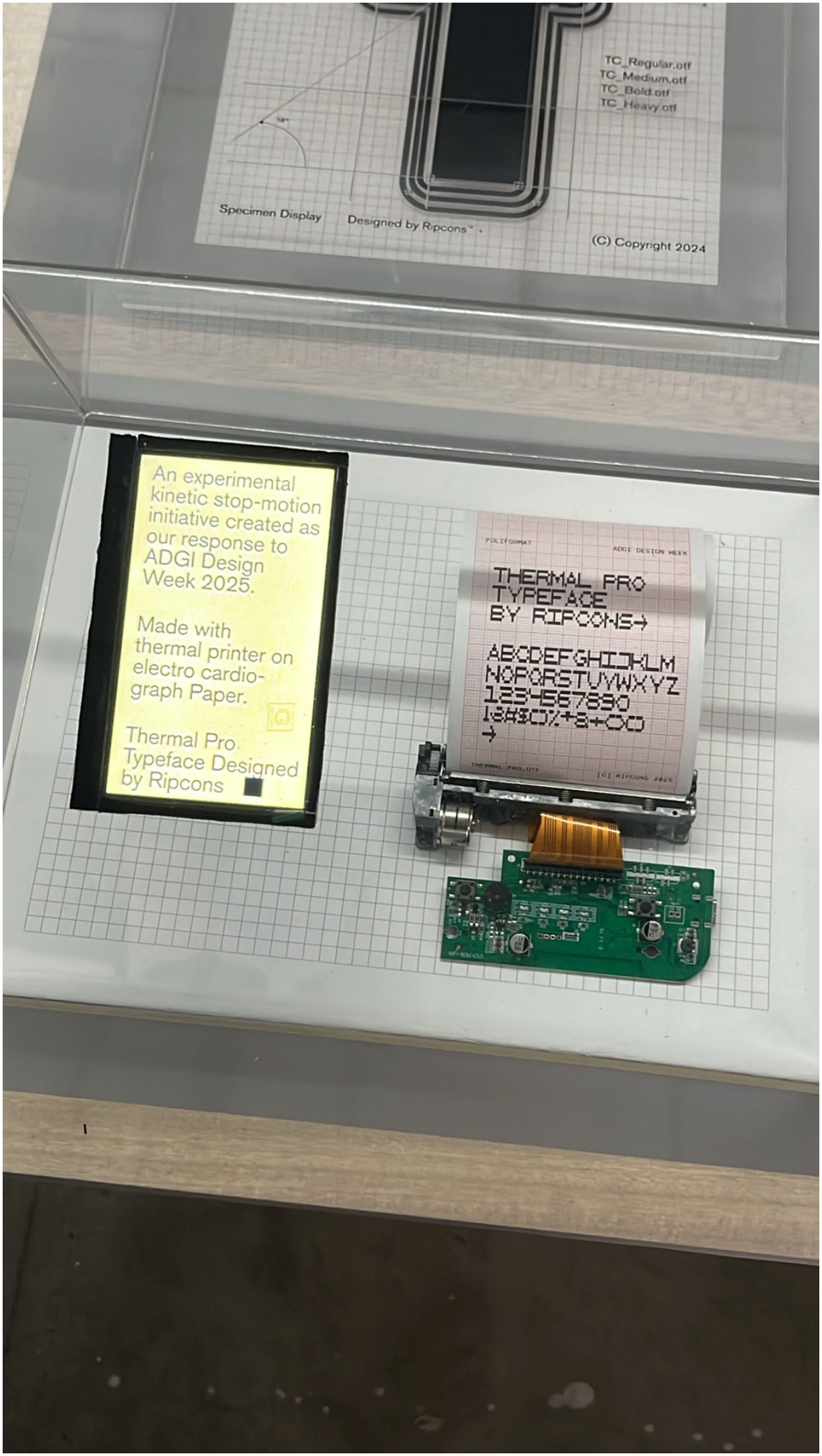

(C) Copyright 2024
THERMAL PRO
TYPEFACE
BY RIPCONS
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@#$%^&*()-+
→

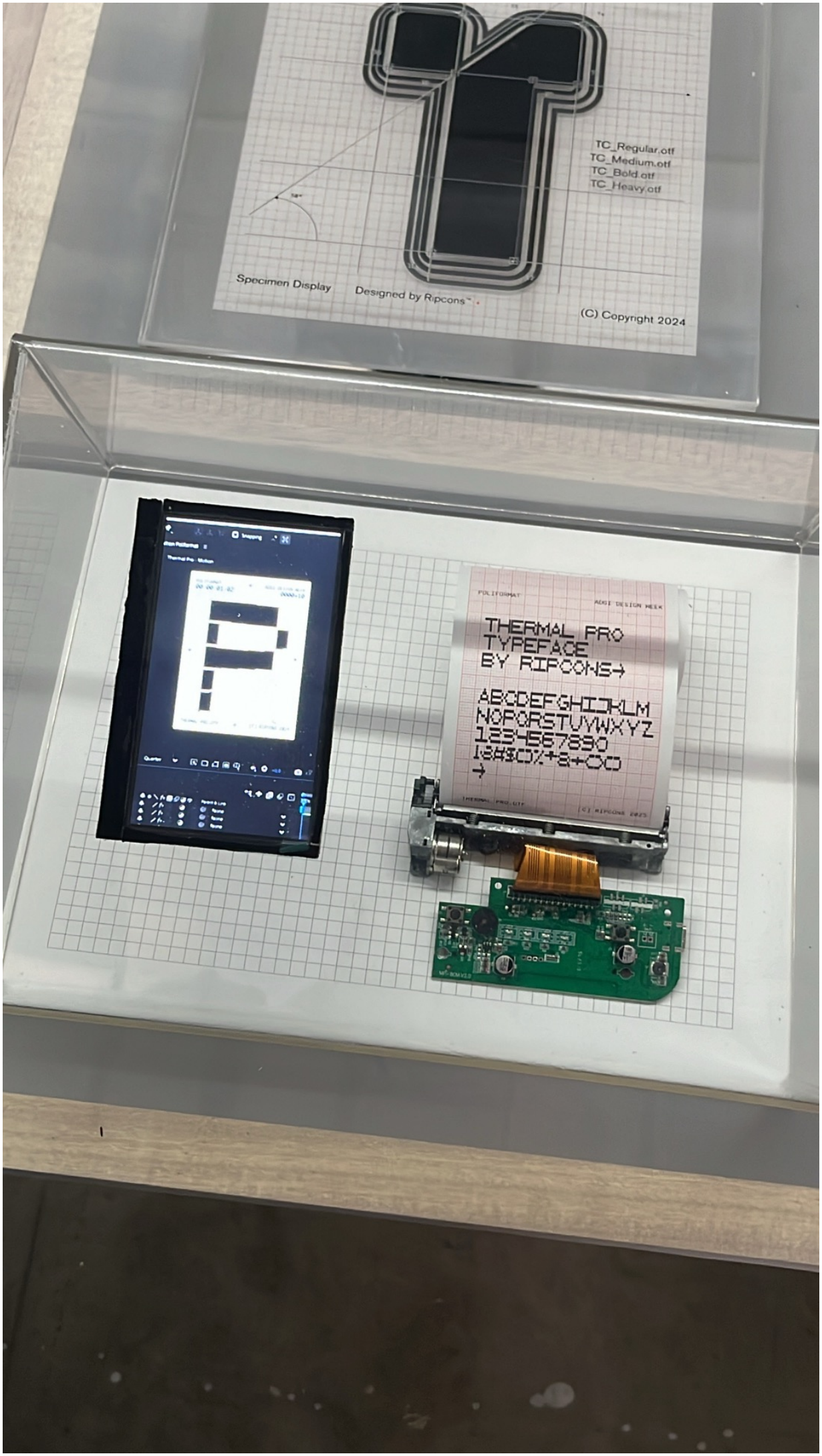
Digital Strategist

Kemang timur 28 Jakarta Selatan

www.brofrankindonesiagroup.com




TC_Regular.otf
TC_Medium.otf
TC_Bold.otf
TC_Heavy.otf
Specimen Display
Designed by Ripcons™
(C) Copyright 2024
An experimental kinetic stop-motion initiative created as our response to ADGI Design Week 2025.
Made with thermal printer on electro cardio-graph Paper.
Thermal Pro Typeface Designed by Ripcons
POLIFORMAT
ADGI DESIGN WEEK
THERMAL PRO TYPEFACE BY RIPCONS→
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@#$%^&*()
→
THERMAL PRO.OTF
[C] RIPCONS 2025


TC_Regular.otf
TC_Medium.otf
TC_Bold.otf
TC_Heavy.otf
Specimen Display
Designed by Ripcons
(C) Copyright 2024
THERMAL PRO
TYPEFACE
BY RIPCONS→
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
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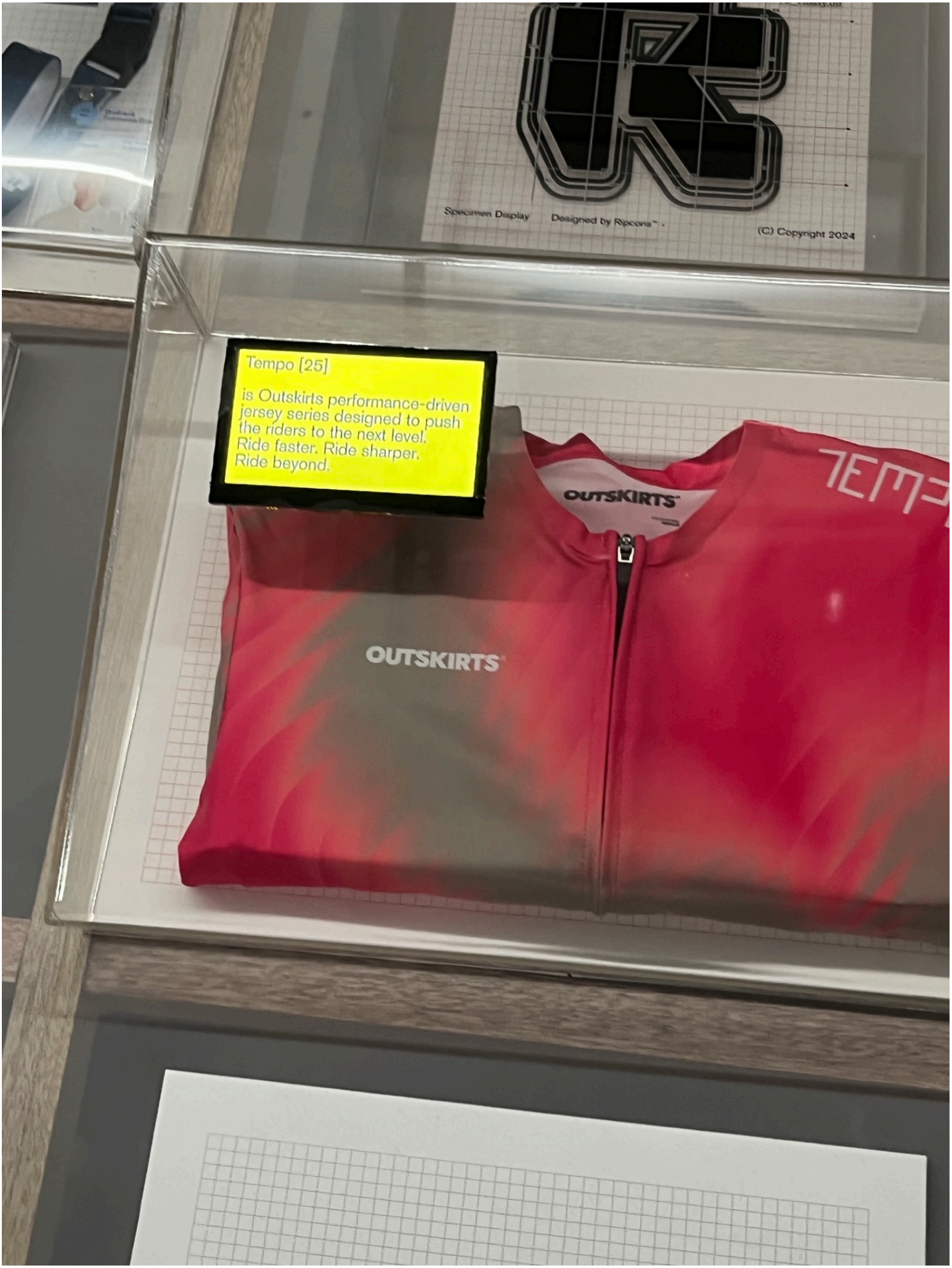
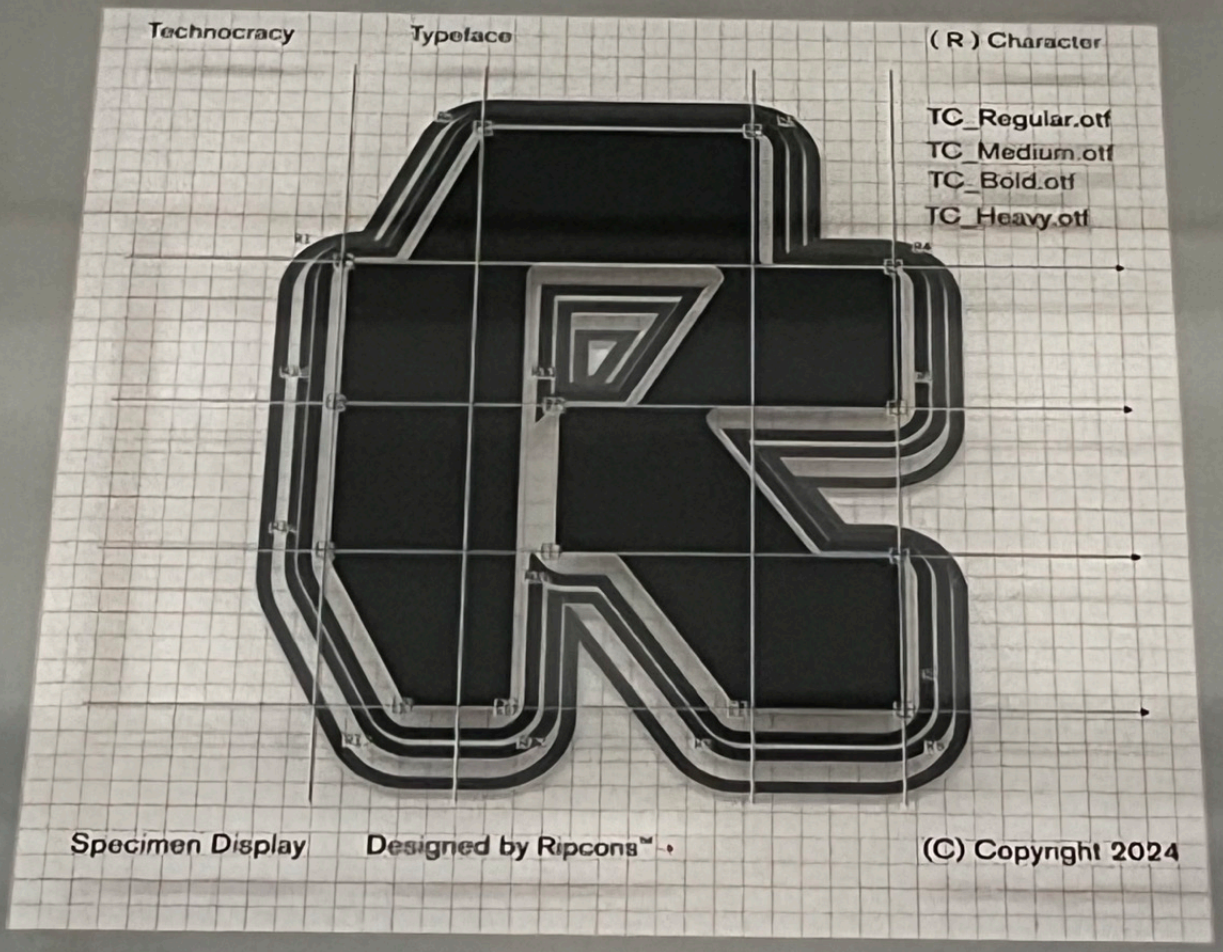
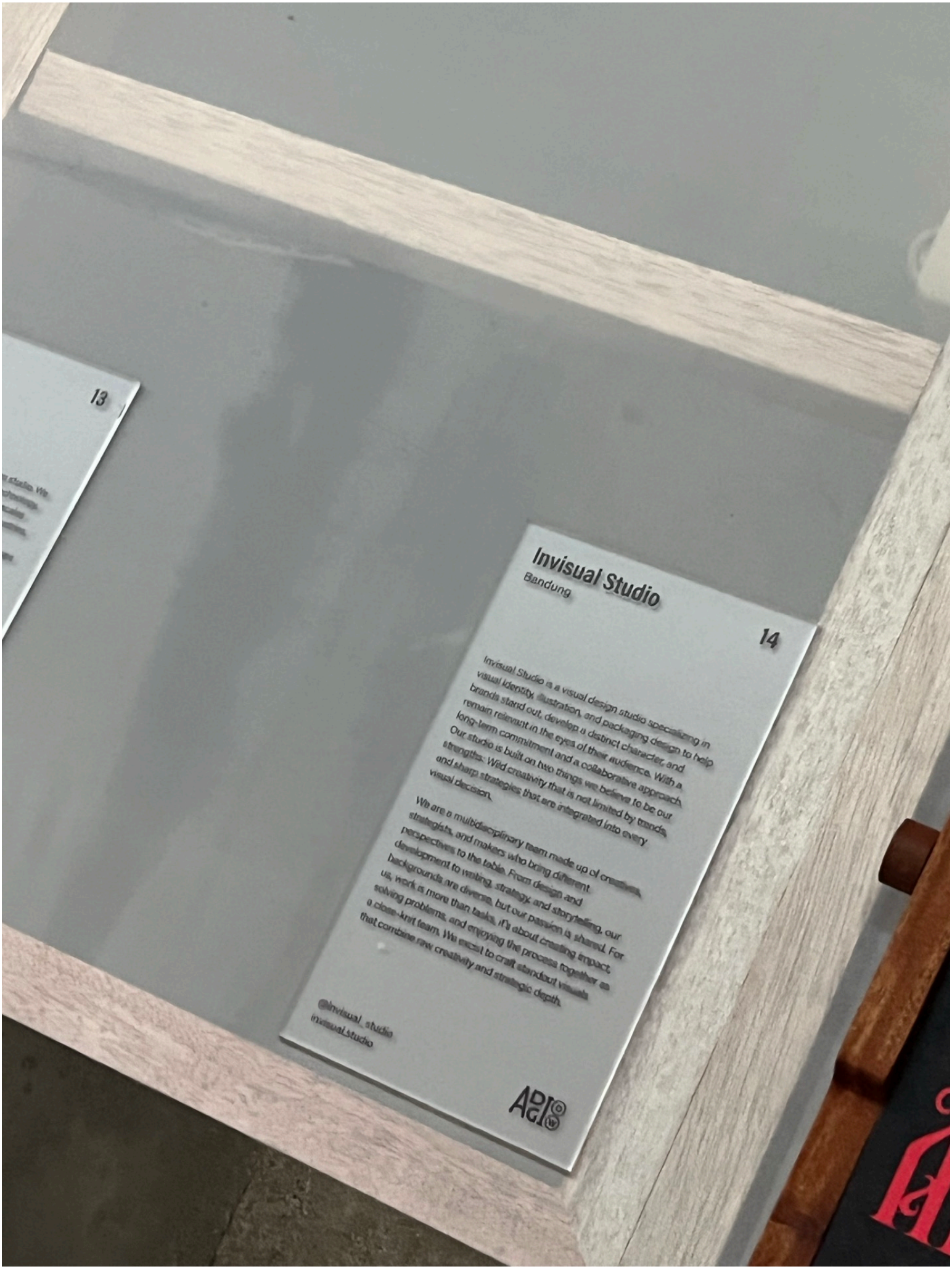
→

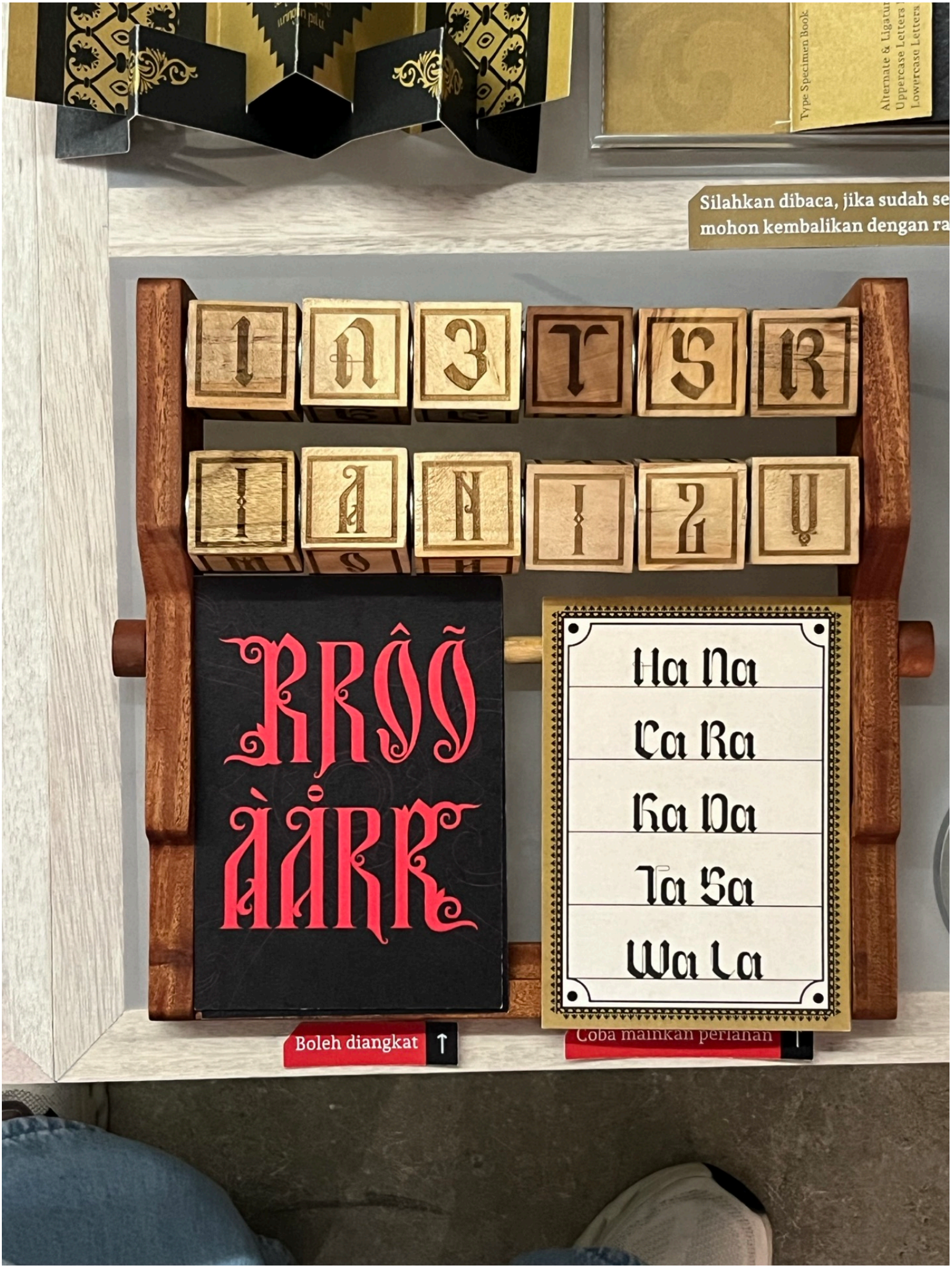
01.
Unexpected Error
Scan the QR code
to view the video
02.
Unexpected Error
Scan the QR code
to view the video
03.
Unexpected Error
Scan the QR code
to view the video
R→
Do not touch

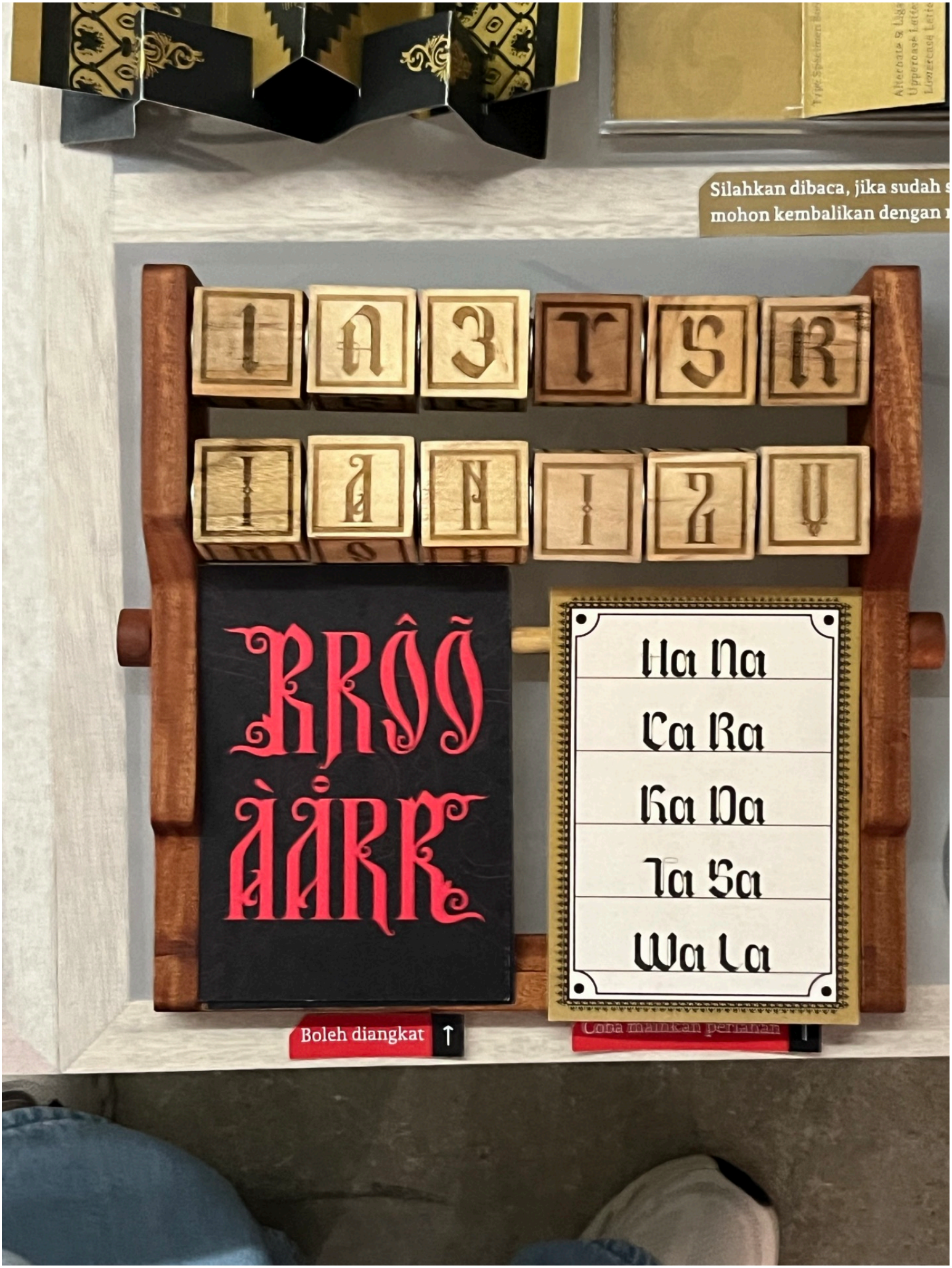

Specimen Display
Designed by Ripcons™ .
(C) Copyright 2024
Tempo [25]
is Outskirts performance-driven jersey series designed to push the riders to the next level.
Ride faster. Ride sharper.
Ride beyond.
OUTSKIRTS
OUTSKIRTS


Technocracy
Typeface
(R) Character
TC_Regular.otf
TC_Medium.otf
TC_Bold.otf
TC_Heavy.otf
Specimen Display
Designed by Ripcons™
(C) Copyright 2024

Nusantara
Tutup kembali
Silahkan dibaca, jika sudah selesai mohon kembalikan dengan rapi
1
Ha Na
Ca Ra
Ka Da
Ta Sa
Wa La
Coba mainkan perlahan
1
Boleh diangkat
1
Invisual Studio
Bandung
14
13


13
Invisual Studio
Bandung
14
Invisual Studio is a visual design studio specializing in visual identity, illustration, and packaging design to help brands stand out, develop a distinct character, and remain relevant in the eyes of their audience. With a long-term commitment and a collaborative approach. Our studio is built on two things we believe to be our strengths: Wild creativity that is not limited by trends, and sharp strategies that are integrated into every visual decision.
We are a multidisciplinary team made up of creatives, strategists, and makers who bring different perspectives to the table. From design and development to writing, strategy, and storytelling, our backgrounds are diverse, but our passion is shared. For us, work is more than tasks, it's about creating impact, solving problems, and enjoying the process together as a close-knit team. We excel to craft standout visuals that combine raw creativity and strategic depth.
@invisual_studio
Invisual Studio


Type Specimen Book
Alternate & Ligatur
Uppercase Letters
Lowercase Letters
Silahkan dibaca, jika sudah se
mohon kembalikan dengan ra
Ha Na
Ca Ra
Ka Da
Ta Sa
Wa La
Boleh diangkat
Coba mainkan perlahan


Silahkan dibaca, jika sudah
mohon kembalikan dengan
Ha Na
Ca Ra
Ka Da
Ta Sa
Wa La
Boleh diangkat
Coba mainkan permainan

NUSANTARA

Ha Na
Ca Ra
Ka Da
Ta Sa
Wa La
Tutup kembali setelah selesai
Silahkan dibaca, jika sudah selesai mohon kembalikan dengan rapi
ROHANIS
Guwal Lung

Tutup kembali setelah selesai
Silahkan dibaca, jika sudah selesai mohon kembalikan dengan rapi

Tutup kembali setelah selesai
Silahkan dibaca, jika sudah selesai mohon kembalikan dengan rapi

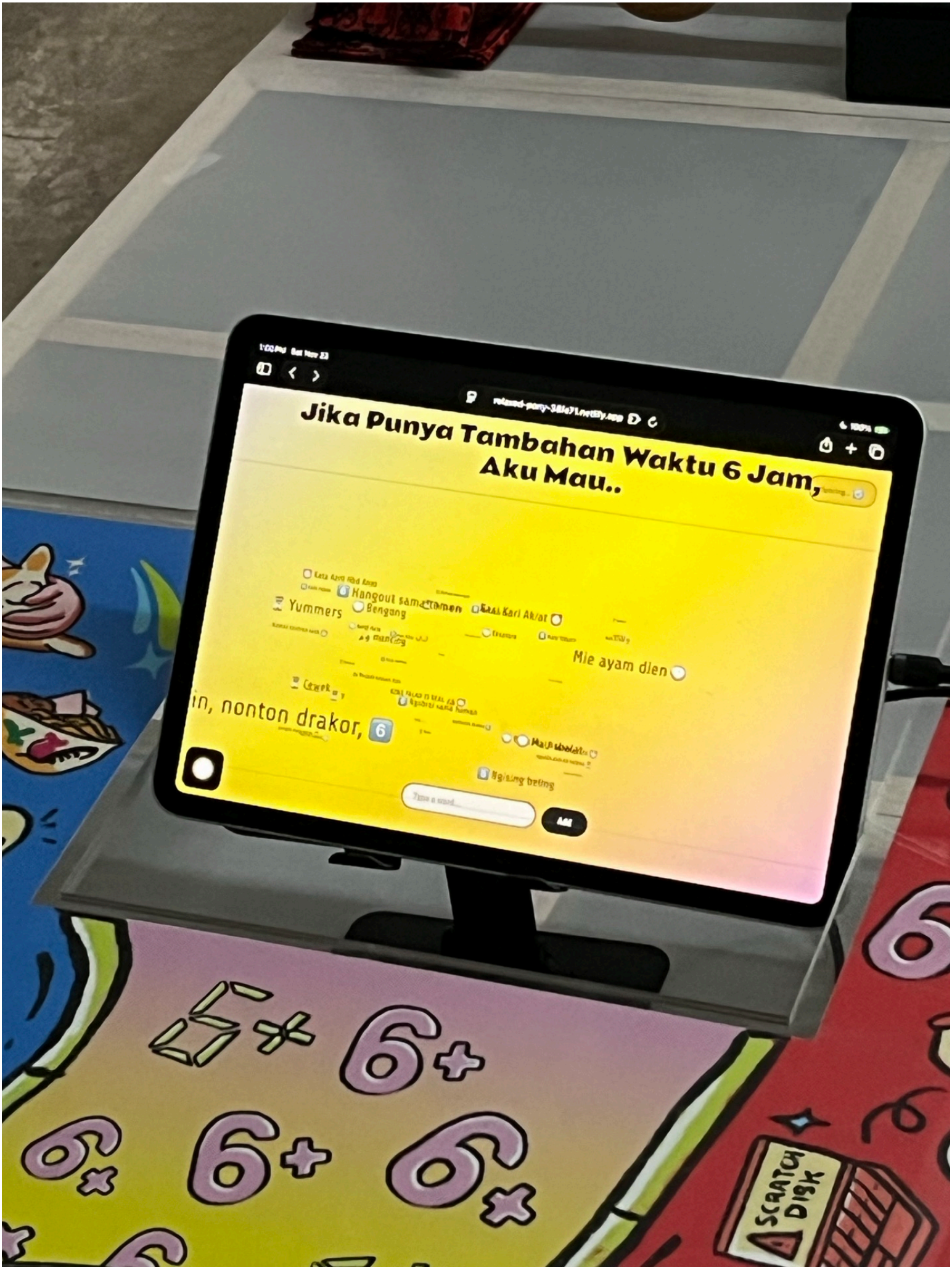
Serat Babad Tanah
NUSANTARA
Tutup kembali setelah selesai
Silahkan dibaca, jika sudah selesai mohon kembalikan dengan rapi
Silahkan dibaca, jika sudah selesai mohon kembalikan dengan rapi
asiana

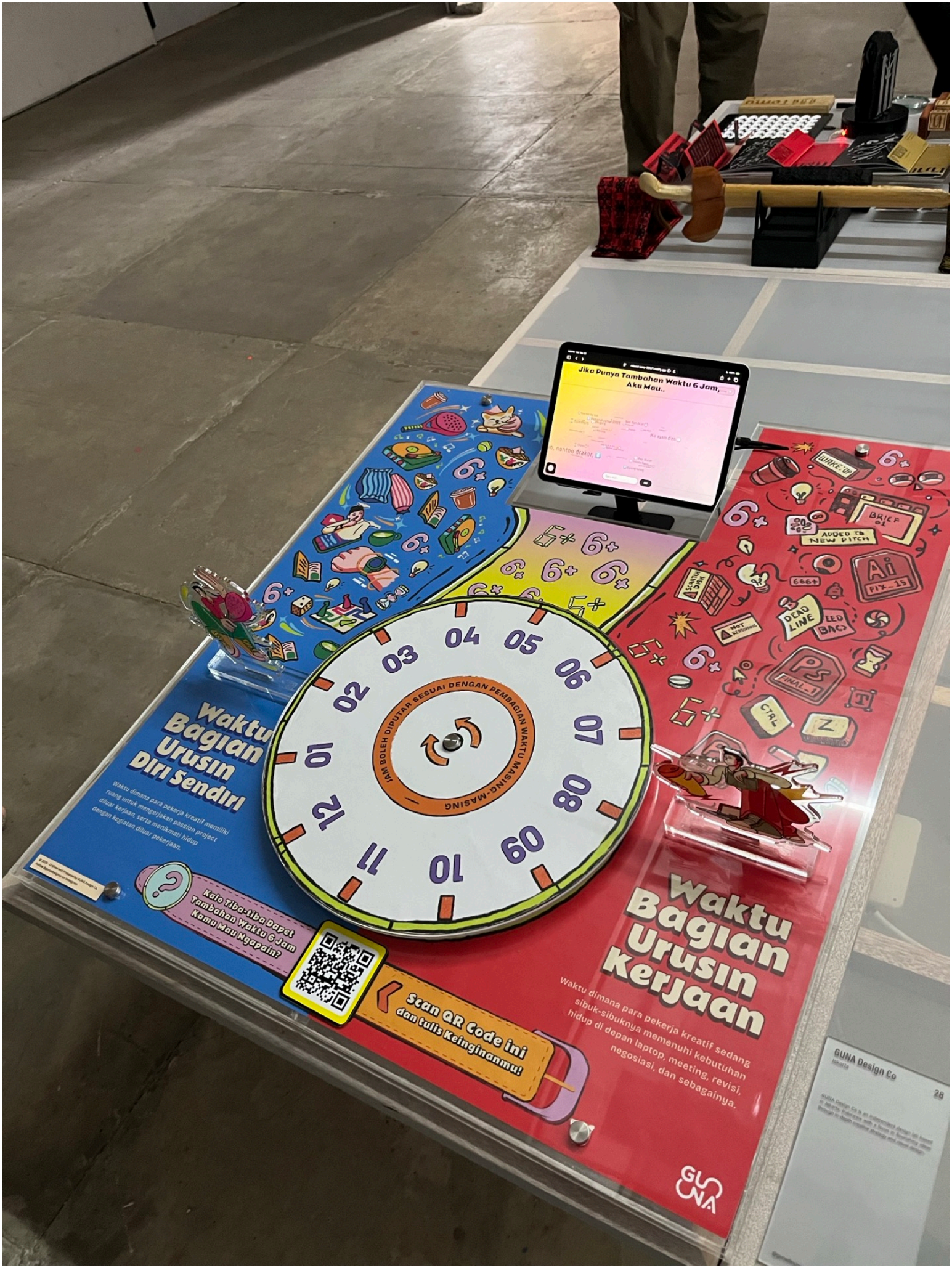
Dilarang menyentuh area ini
Tutup kembali setelah selesai
Close it after using

Dilarang merokok di area ini
Tutup kembali setelah selesai

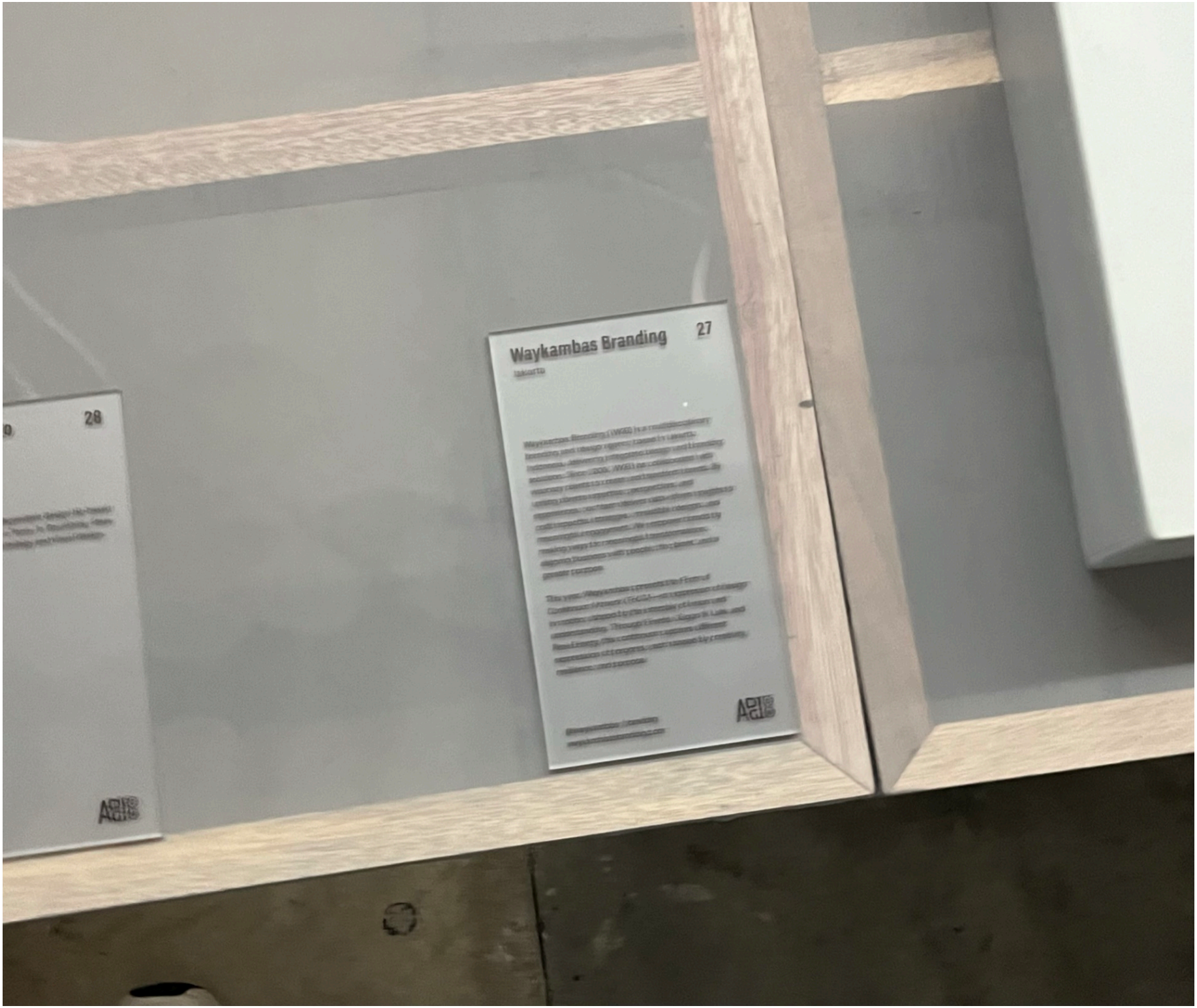
ROHANI
NUSANTARA
Dilarang menyentuh area ini
Tutup kembali setelah selesai
ROHANI

FINAL_1
CTRL
Z
Waktu
Bagian
Urusin
Kerjaan
mana para pekerja kreatif sedang
k-sibuknya memenuhi kebutuhan
di depan laptop, meeting, revisi,
negosiasi, dan sebagainya.
GUNA
GUNA Design Co
28
Jakarta
GUNA Design Co is an independent design lab based in Jakarta, Indonesia with a focus in flourishing ideas through in-depth creative strategy and visual design.
@gunadesignco
Waykam
Jakarta


Jika Punya Tambahan Waktu 6 Jam,
Aku Mau..
Yummers
Bengang
Mie ayam dien
in, nonton drakor,
6
SCRATCH DISK


Jika Punya Tambahan Waktu 6 Jam,
Aku Mau..
Waktu Bagian Urusin Diri Sendiri
Waktu dimana para pekerja kreatif memiliki ruang untuk mengerjakan passion project diluar kerjaan, serta menikmati hidup dengan kegiatan diluar pekerjaan.
Kalo tiba-tiba Dapet Tambahan Waktu 6 Jam Kamu Mau Ngapain?
JAM BOLEH DIPUTAR SESUAI DENGAN PEMBAGIAN WAKTU MASING-MASING
Scan QR Code ini dan tulis Keinginanmu!
Waktu Bagian Urusin Kerjaan
Waktu dimana para pekerja kreatif sedang sibuk-sibuknya memenuhi kebutuhan hidup di depan laptop, meeting, revisi, negosiasi, dan sebagainya.
GUNA
GUNA Design Co
28

CTRL
Z
6+
Waktu Bagian Urusin Kerjaan
Waktu dimana para pekerja kreatif sedang sibuk-sibuknya memenuhi kebutuhan hidup di depan laptop, meeting, revisi, negosiasi, dan sebagainya..
GUNA Design Co


28
Waykambas Branding
27

Waykambas Branding 27

Jakarta

Waykambas Branding (WKB) is a multidisciplinary branding and design agency based in Jakarta, Indonesia, delivering integrated design and branding solutions. Since 2006, WKB has collaborated with visionary clients to create and transform brands. By uniting diverse expertise, perspectives, and experiences, our team delivers data-driven insights to craft impactful strategies, irresistible designs, and meaningful engagement. We empower brands by making ways for meaningful transformations, aligning business with people, the planet, and a greater purpose.

This year, Waykambas presents the Form of Continuum Artwork (FoCA)—an expression of design in motion, shaped by the interplay of vision and understanding. Through Everde, Gugun & Lala, and Real Energy, this continuum captures different expressions of progress, each shaped by creativity, resilience, and purpose.

@waykambas_branding
waykambasbranding.com

ADGI

POLA
COMPOUND
SPACE
Pola Compound Space is a portfolio showcase by Pola Circa, presenting our design projects through a spatial narrative. Each work carries its own brand story and visual treatment, expressed through varied materials and mediums, forming a compound of diverse identities within one design language.
This showcase also reflects how we see our role beyond the first delivery: **a brand's journey truly begins the moment it's born.**
We aim to continue supporting its steps, activations, and campaigns, allowing brands to connect and open new opportunities for collaboration within the same ecosystem.
Kedai Manjuri
Signature Fest
Solothaus
Toko Kopi Abah
Ideal Dental
Kober Mie
Pola Circa Studio

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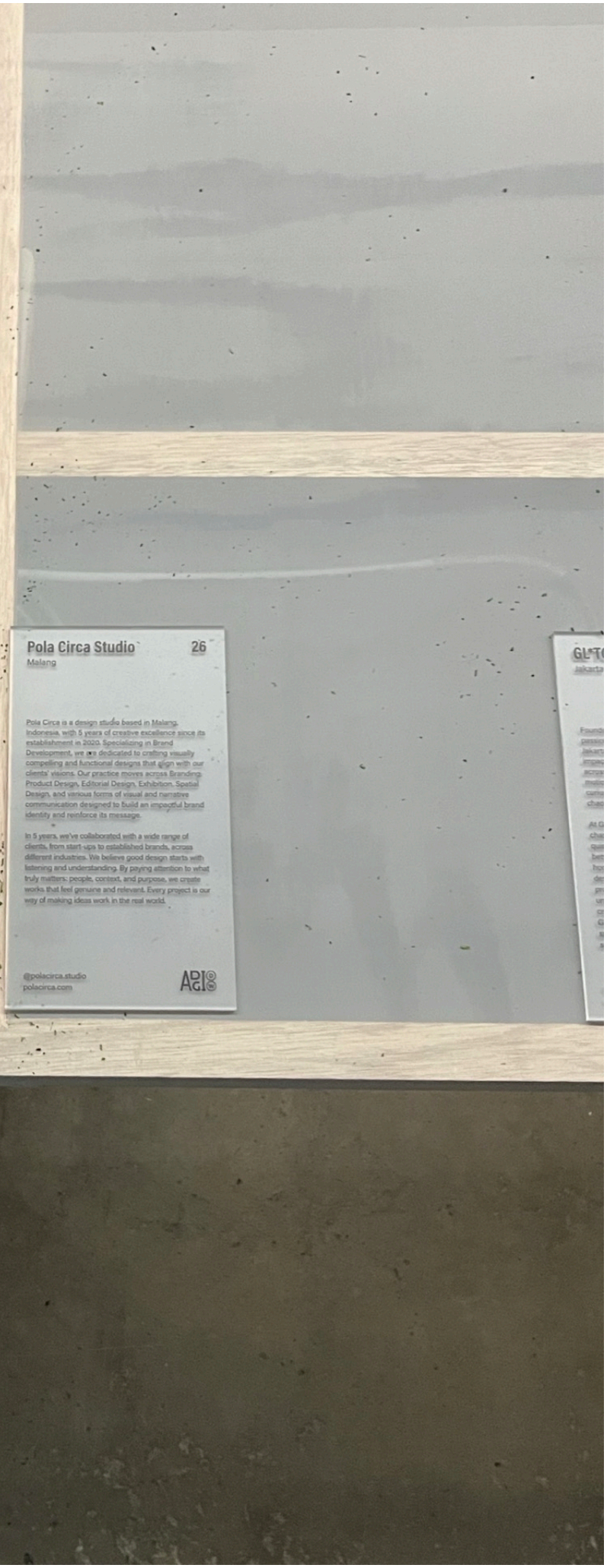
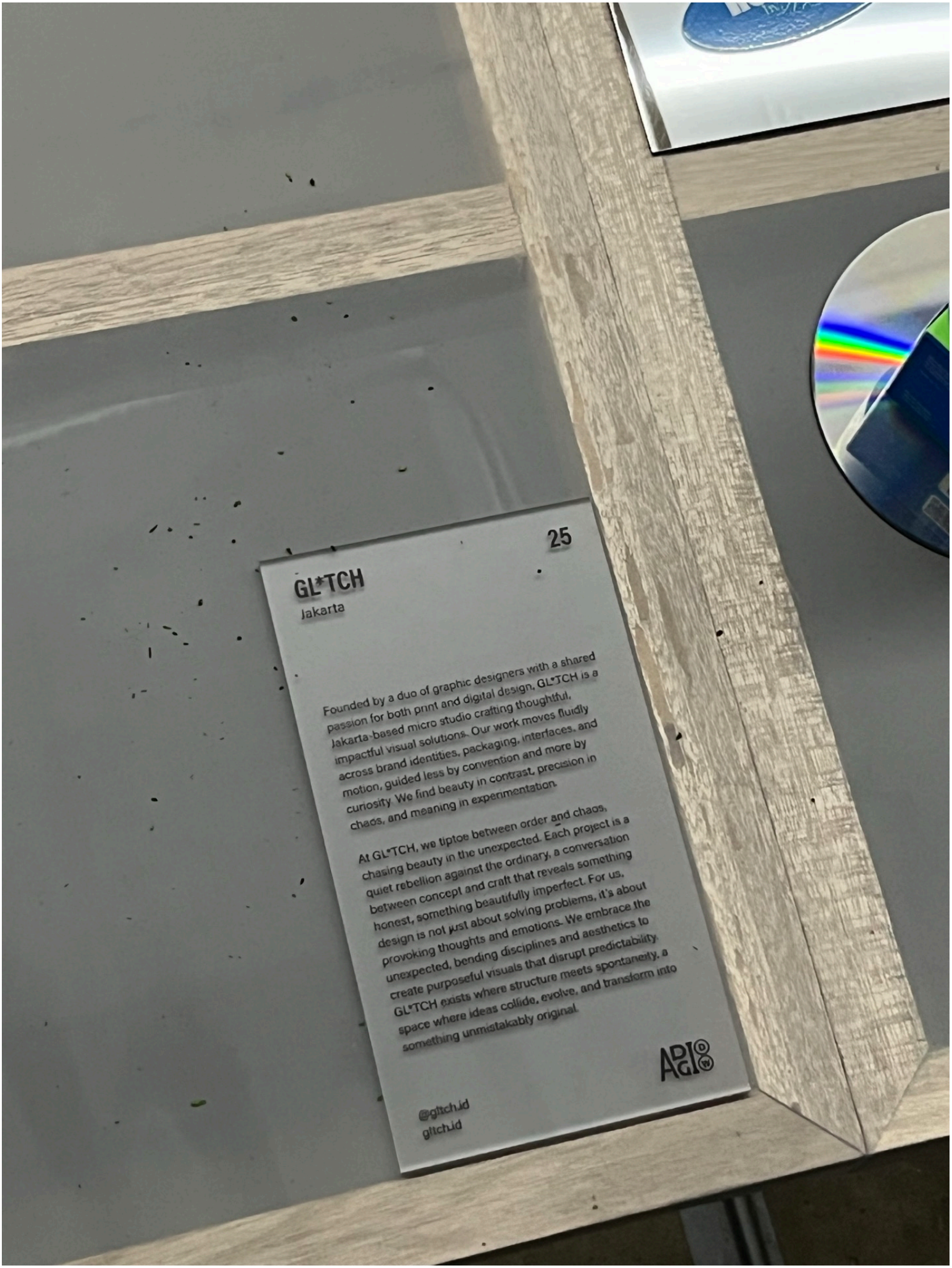
We aim to continue supporting its steps, activations, and campaigns, allowing brands to connect and open new opportunities for collaboration within the same ecosystem.



Have yourself
a slice of
Heaven
Heavenly
Heavenly
GLITCH


25
GL*TCH
Jakarta
Founded by a duo of graphic designers with a shared passion for both print and digital design, GL*TCH is a Jakarta-based micro studio crafting thoughtful, impactful visual solutions. Our work moves fluidly across brand identities, packaging, interfaces, and motion, guided less by convention and more by curiosity. We find beauty in contrast, precision in chaos, and meaning in experimentation.
At GL*TCH, we tiptoe between order and chaos, chasing beauty in the unexpected. Each project is a quiet rebellion against the ordinary, a conversation between concept and craft that reveals something honest, something beautifully imperfect. For us, design is not just about solving problems, it's about provoking thoughts and emotions. We embrace the unexpected, bending disciplines and aesthetics to create purposeful visuals that disrupt predictability. GL*TCH exists where structure meets spontaneity, a space where ideas collide, evolve, and transform into something unmistakably original.
@glitch.id
glitch.id

I
feel
good

I
feel
good

Have yourself
a slice of
Heaven
Brandings
skin
nice

skin
nice

Sky
Sky

Have yourself
a slice of
Heaven
This is
heaven
what
Cloud 999
COOLPIX

HARMONISASI HARMONIZING
NUSAE
HARMONISASI HARMONIZ

HARMONISASI HARMONIZING
NUSAE
HARMONISASI HARMONIZING
NUSAE

4
3 Stages in Between

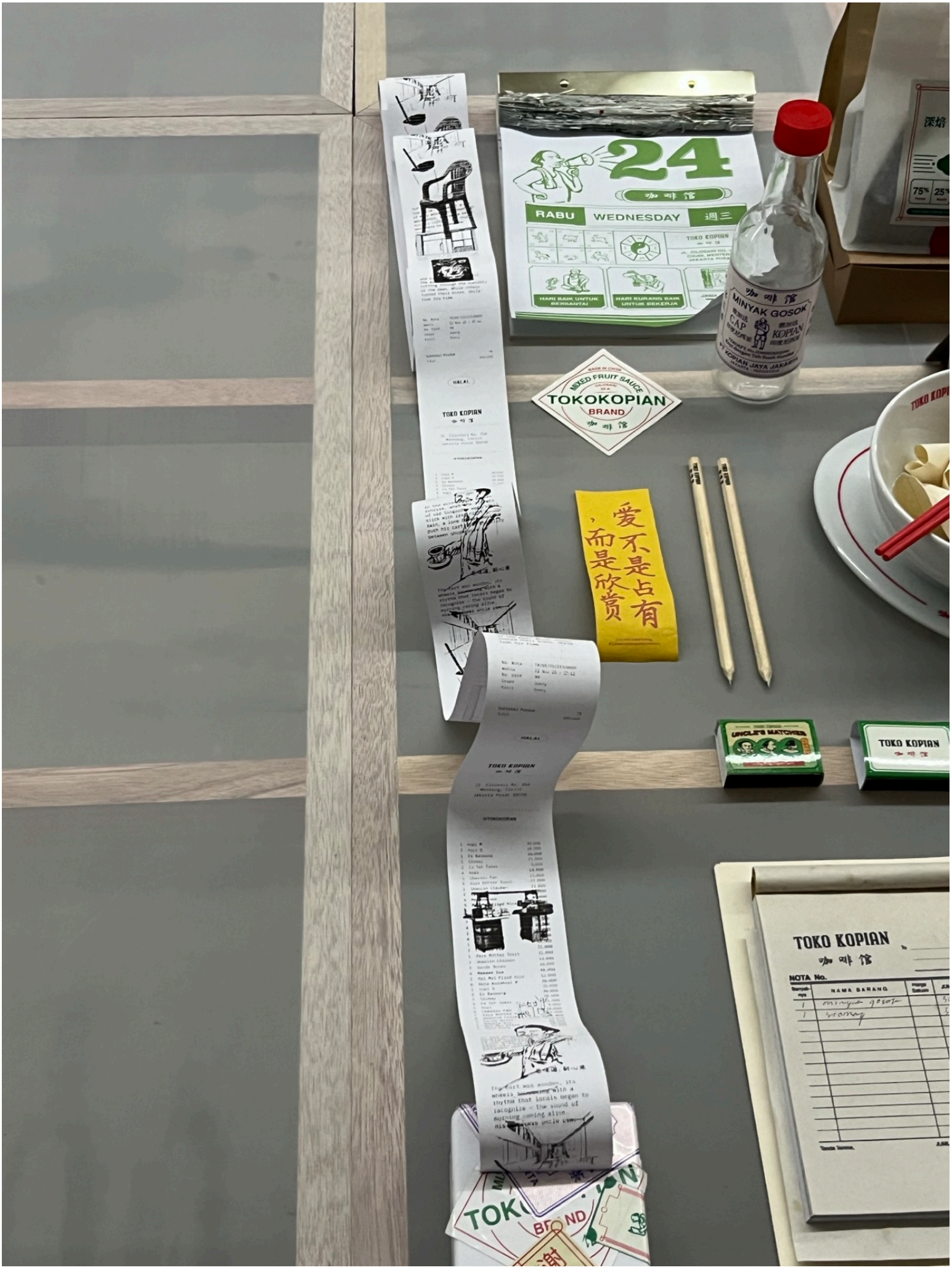
4
Shape
of Thought
—30×13.3×44 cm
The spirit of every idea that gleams
finds its form in 4 sacred testaments.
This monument rises not as a mere symbol,
but a living embodiment of wisdom.
PLEASE
DO NOT
TOUCH
Between —25×14.3 cm

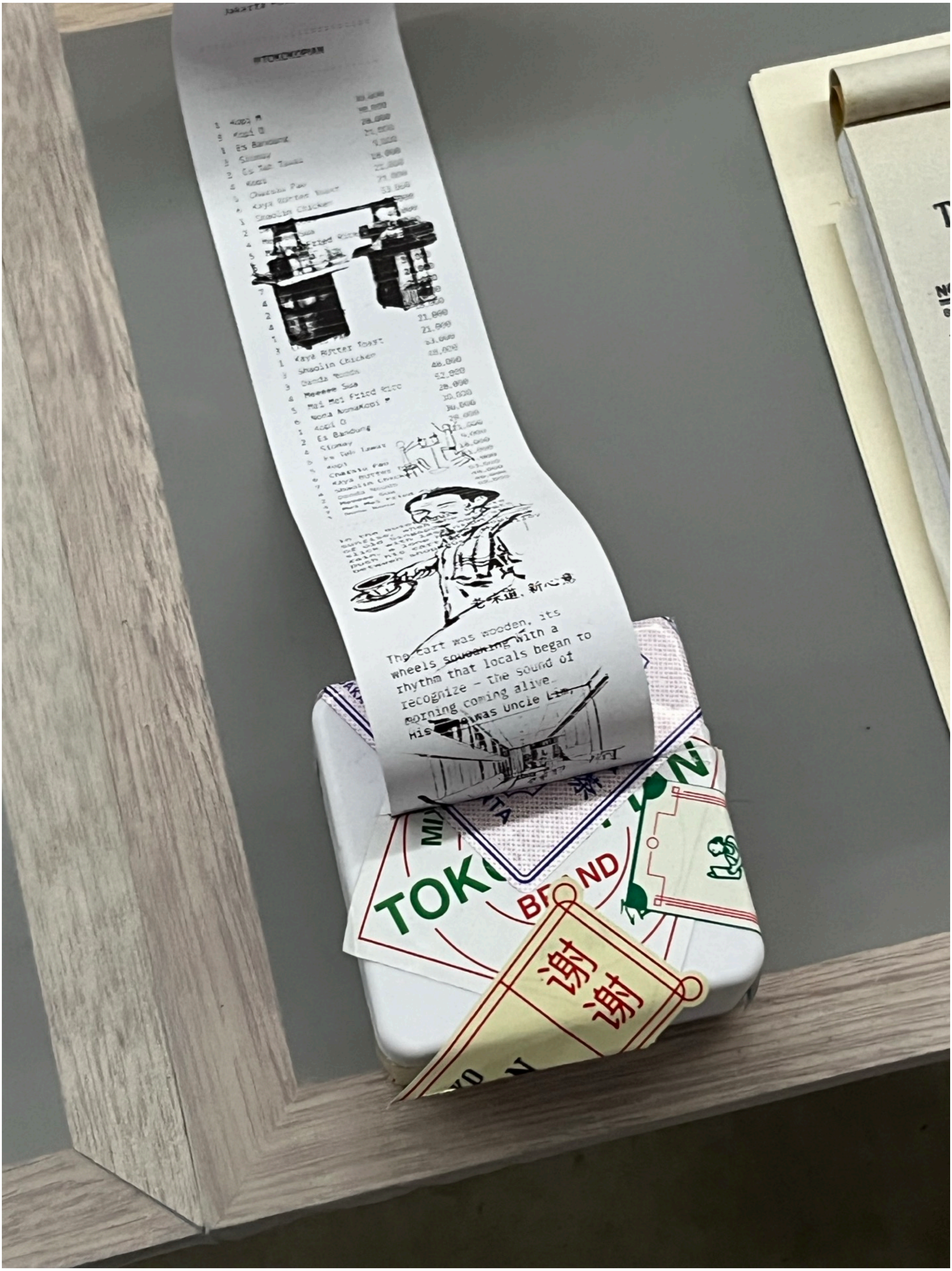
SPACE
ANTROPOLIS
DUTCHBOOK
EMHALLWAY
MAKARYA
NEWSEUM
3 Spaces in Between
Journey in Motion I

24
RABU
WEDNESDAY
8
SENIN
TOKOKOPIAN
BRAND
MINYAK GOSOK
TOKO KOPIAN
Noodle
TOKO KOPIAN
SELAMAT HARI RAYA
IDUL FITRI

24
RABU
WEDNESDAY
8
SENIN
TOKOKOPIAN
Noodle
TOKO KOPIAN
Good Morning

24
RABU
WEDNESDAY
MINYAK GOSOK
TOKOKOPIAN
BRAND
爱不是占有
而是欣赏
TOKO KOPIAN
NOTA No.
NAMA BARANG

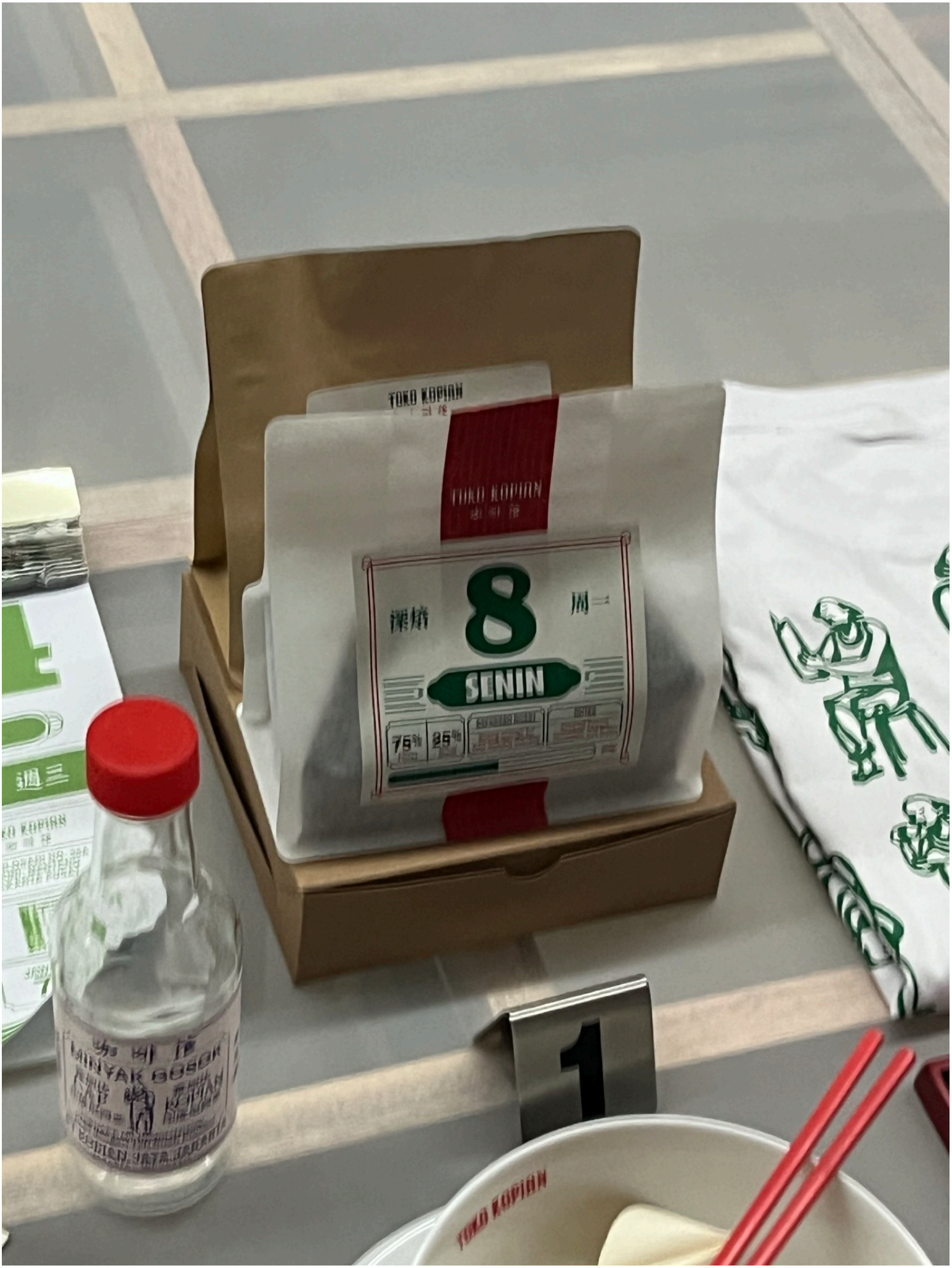

24
咖啡館
RABU
WEDNESDAY
週三
TOKO KOPIAN
HARI BAIK UNTUK BERSANTAI
HARI KURANG BAIK UNTUK BEKERJA
咖啡館
MINYAK GOSOK
CAP
KOPIAN
MIXED FRUIT SAUCE
TOKOKOPIAN
BRAND
咖啡館
愛不是占有
而是欣賞
UNCLE'S MATCHES
TOKO KOPIAN
TOKO KOPIAN
咖啡館
NOTA No.
NAMA BARANG
HALAL
TOKO KOPIAN
咖啡館
#TOKOKOPIAN



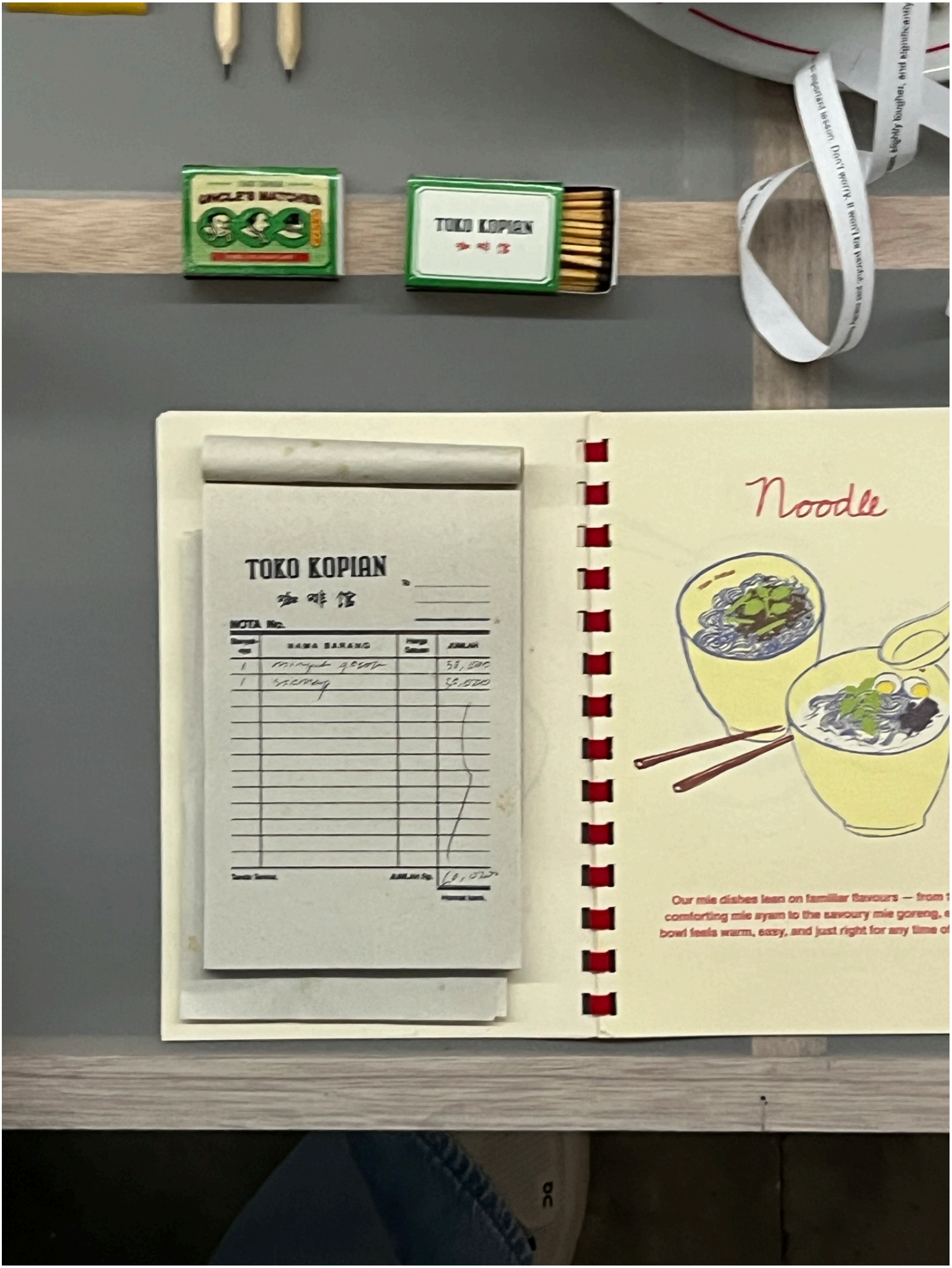
The cart was wooden, its
wheels squeaking with a
rhythm that locals began to
recognize – the sound of
morning coming alive.
Kaya Butter Toast
Shaolin Chicken
Es Bandung
Siomay
TOKO
BRAND
谢谢

HARI BAIK UNTUK BERSANTAI
HARI KURANG BAIK UNTUK BEKERJA
MINYAK GOSOK
CAP
KOPIAN
PT KOPIAN JAYA JAKARTA
MADE IN CIKINI
MIXED FRUIT SAUCE
TOKOKOPIAN
BRAND
愛，不是占有
而是欣賞
TOKO KOPIAN
UNCLE'S MATCHES

24
咖啡馆
RABU
WEDNESDAY
週三
TOKO KOPIRN
JL. CILOSARI NO. 35A
CIKINI, MENTENG
JAKARTA PUSAT
HARI BAIK UNTUK BERSANTAI
HARI KURANG BAIK UNTUK BEKERJA
JAWA
7
HALAL
TOKO KOPIRN
MADE IN CIKINI
MIXED FRUIT SAUCE
CILOSARI
35 A
TOKOKOPIAN
BRAND
咖啡馆

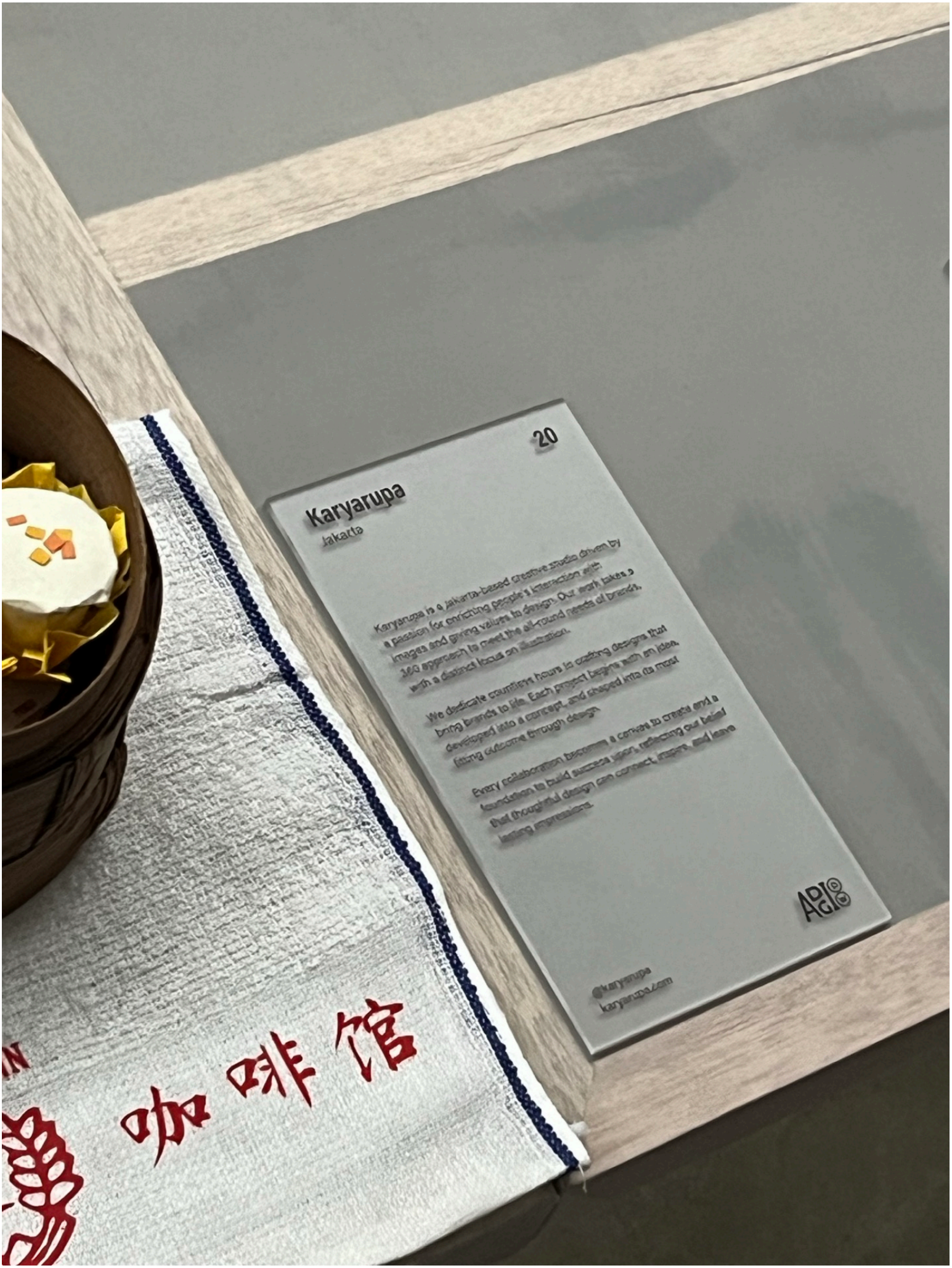

TOKO KOPIAN
8
SENIN
1
TOKO KOPIAN

75%
25%
1
TOKO KOPIAN
咖啡館
TOKO KOPIAN
咖啡館


TOKO KOPIAN
TOKO KOPIAN
NOTA No.
NAMA BARANG
Noodle

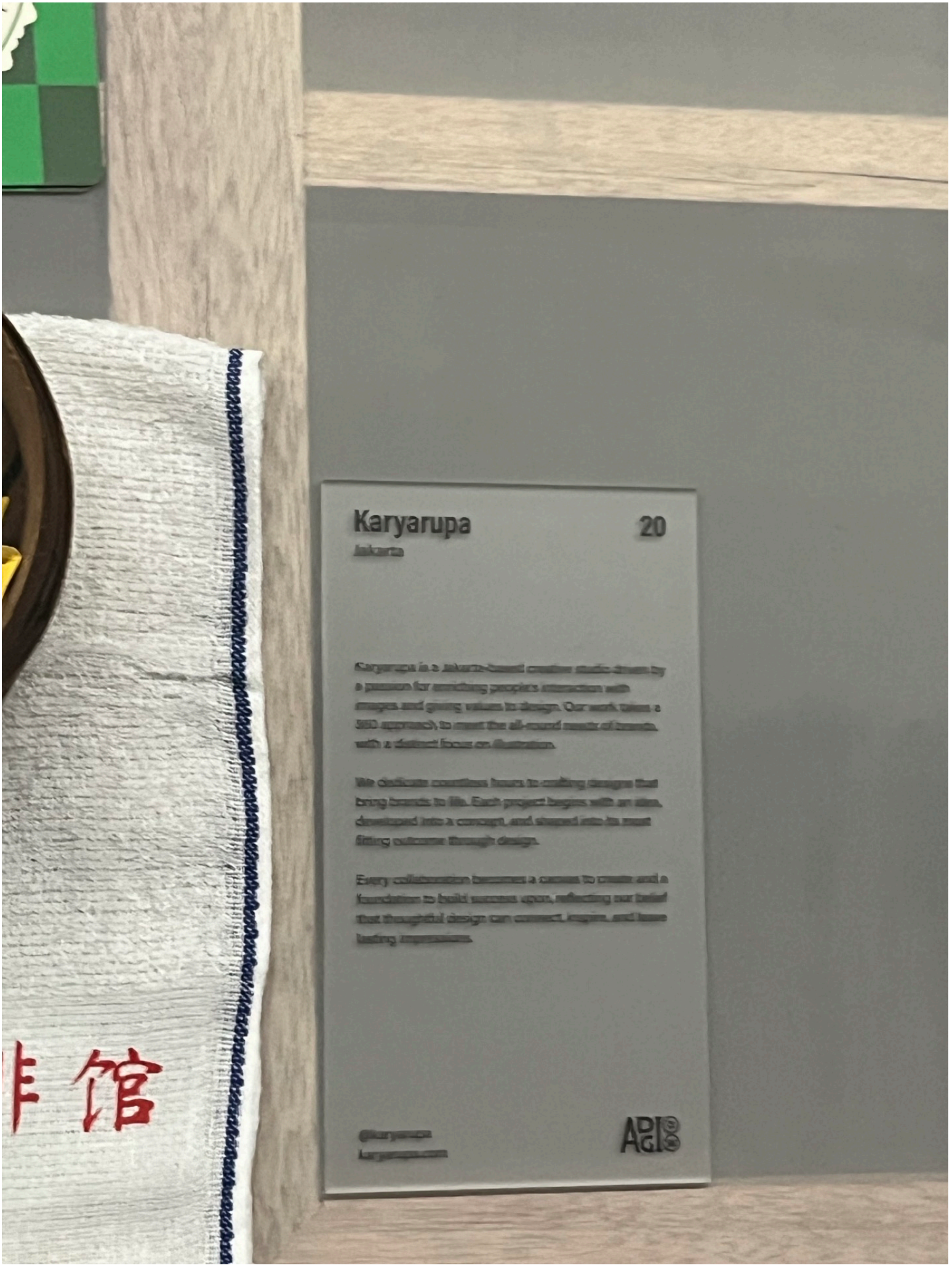
SELAMAT HARI RAYA
TOKO KOPIAN
Good Morning
22

SELAMAT HARI RAYA
IDUL FITRI


20
Karyarupa
Jakarta
Karyarupa is a Jakarta-based creative studio driven by a passion for enriching people's interaction with images and giving values to design. Our work takes a 360 approach to meet the all-round needs of brands, with a distinct focus on illustration.
We dedicate countless hours to crafting designs that bring brands to life. Each project begins with an idea, developed into a concept, and shaped into its most fitting outcome through design.
Every collaboration becomes a canvas to create and a foundation to build success upon, reflecting our belief that thoughtful design can connect, inspire, and leave lasting impressions.
@karyarupa
karyarupa.com
咖啡馆

CAUTION CONTENTS HOT
SELAMAT HARI RAYA
IDUL F

SELAMAT HARI RAYA
Karyarupa
20
TOKO KOPIAN
爱
咖啡馆
22


Karyarupa
20
Jakarta
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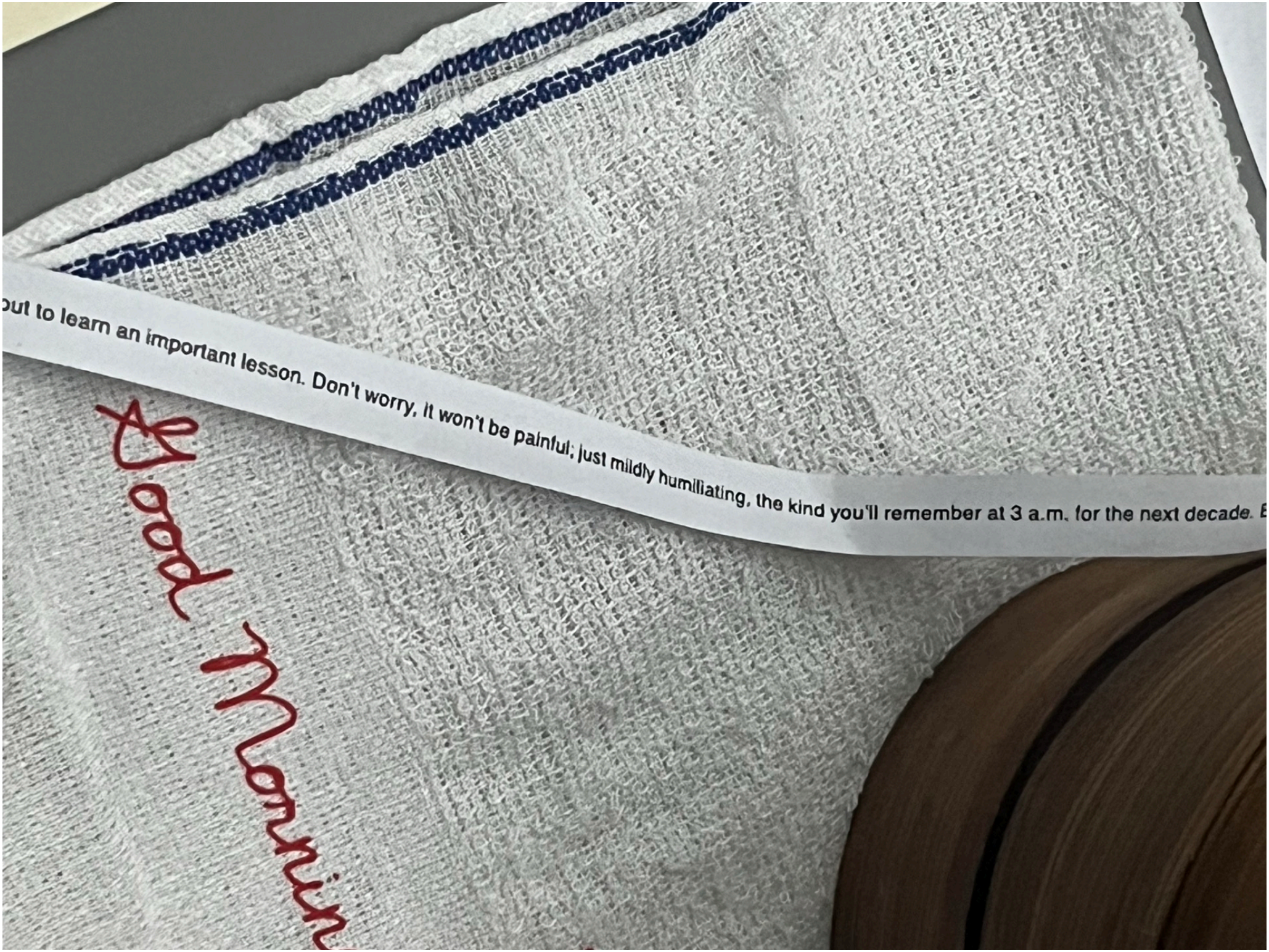
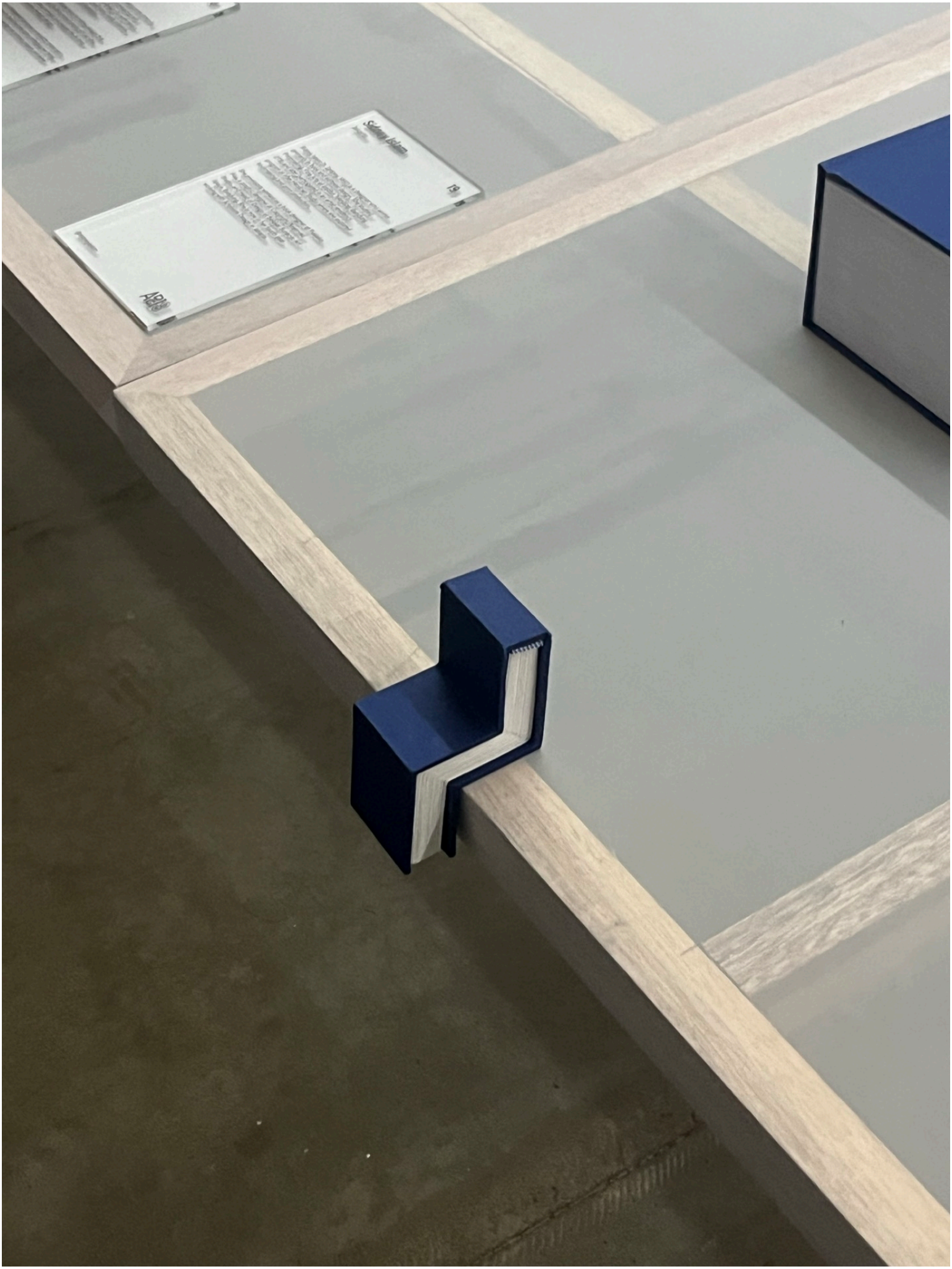
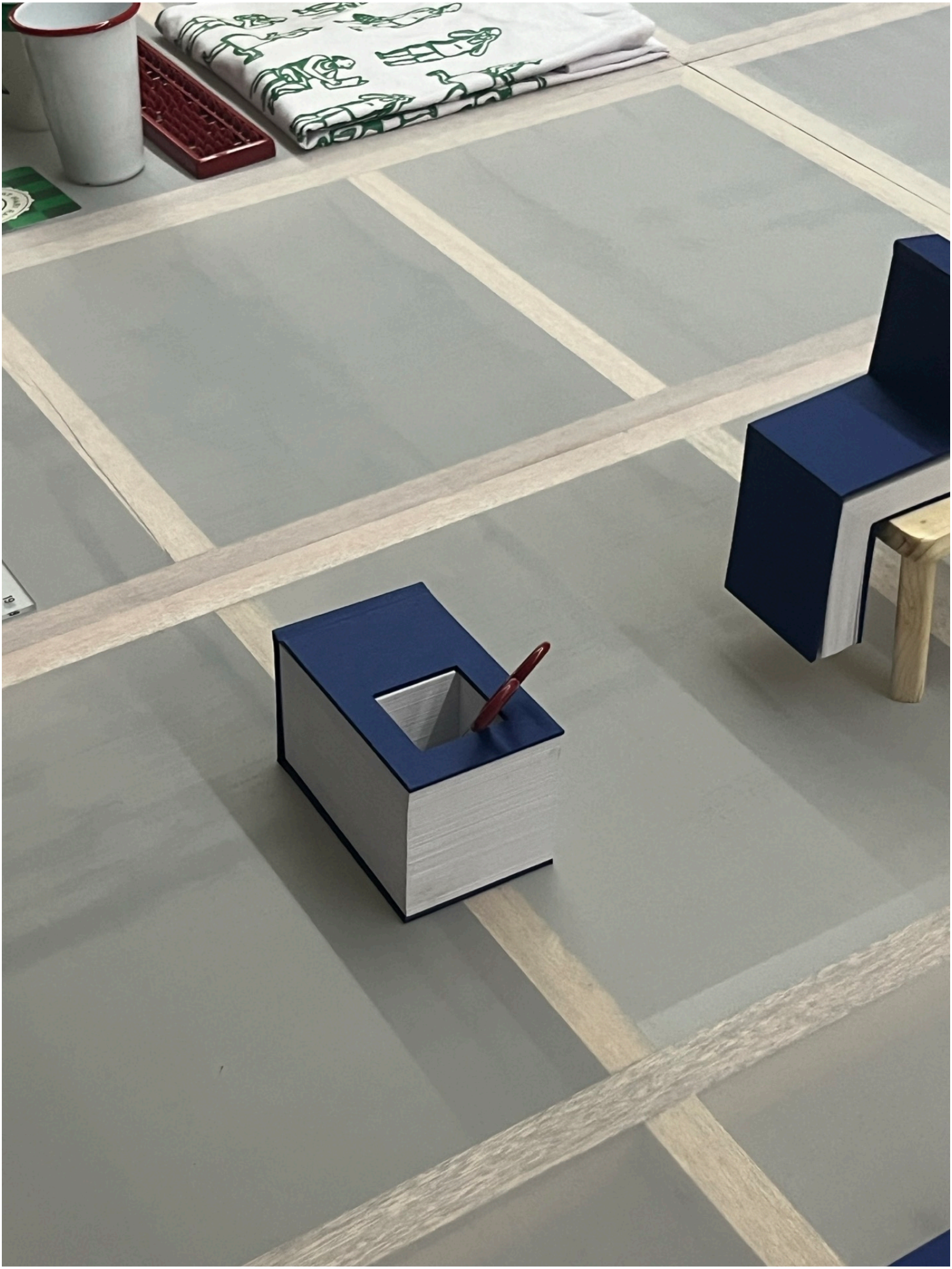
@karyarupa
karyarupa.com
ADGI

wiser, slightly tougher, and significantly more careful about
But on the bright side, you'll
Don't worry, it won't be painful; just mildly humiliating.
Noodle


out to learn an important lesson. Don't worry, it won't be painful; just mildly humiliating, the kind you'll remember at 3 a.m. for the next decade.
Good Morning

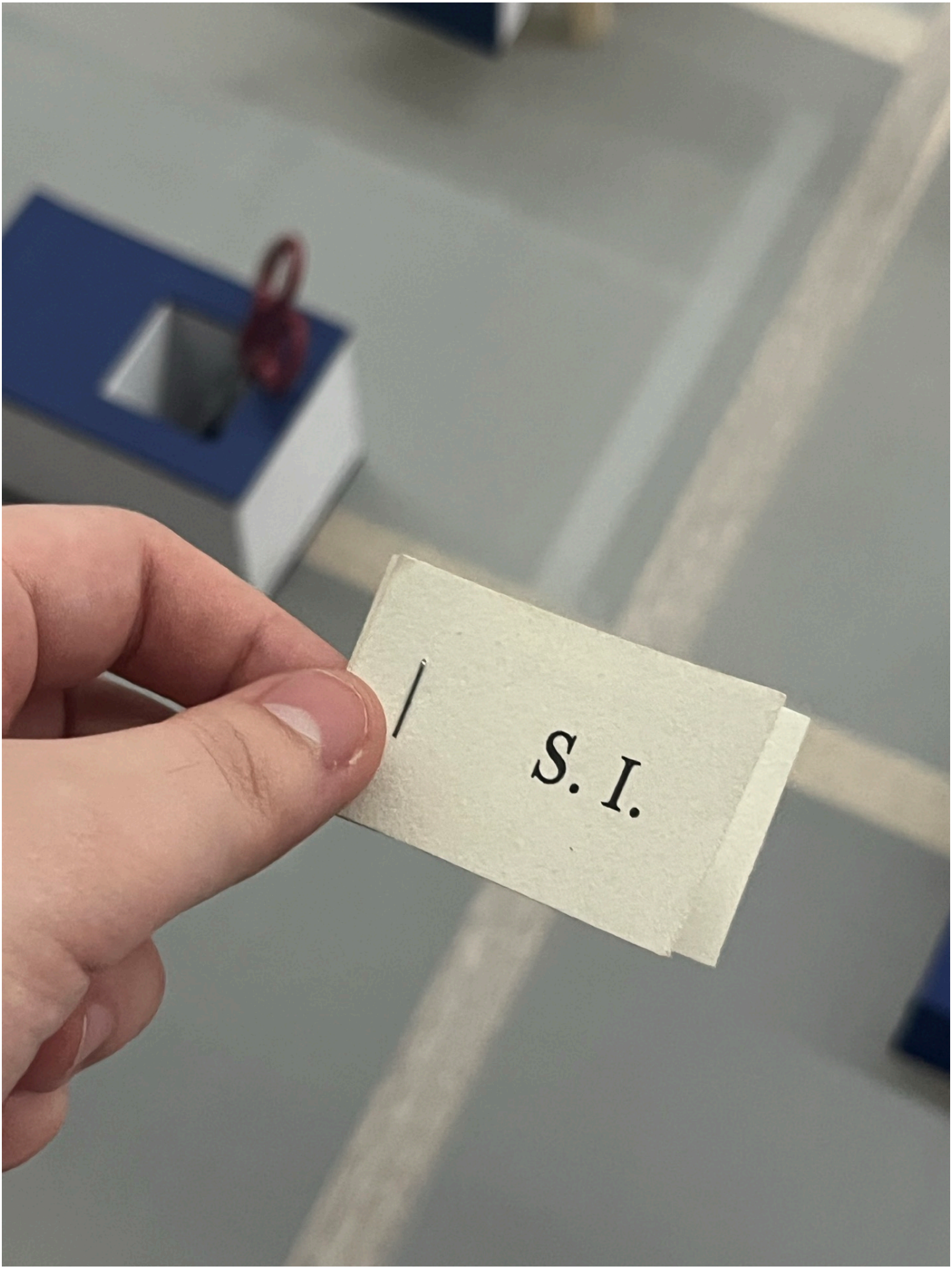




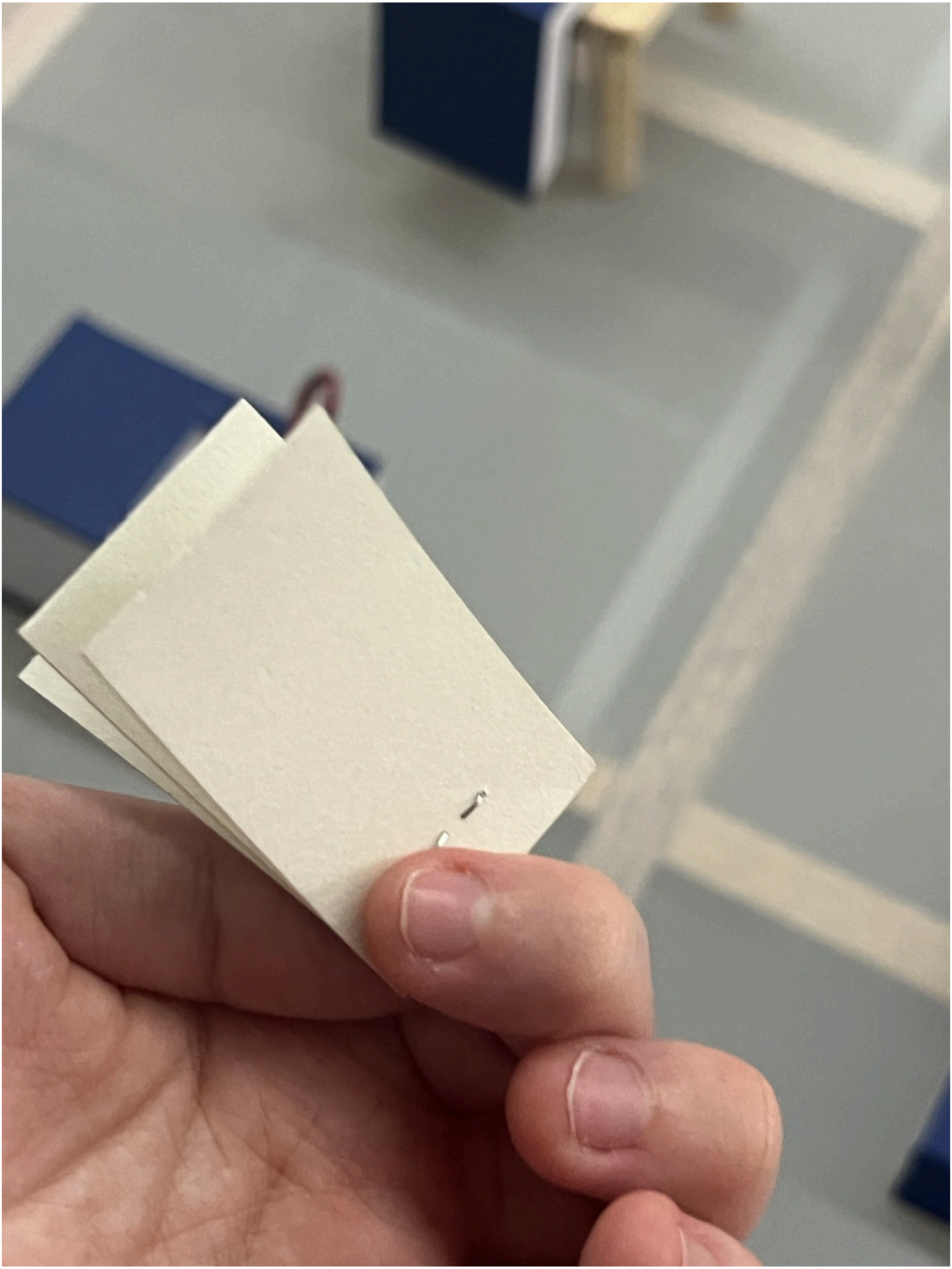
Not
A Coffee Table
Book

Not
A Coffee Table
Book
A. L.

Not
A Coffee Table
Book


S. I.

SIDNEYISLAM
SIDNEYISLAM@
GMAIL.COM



Karyarupa
Jakarta
20
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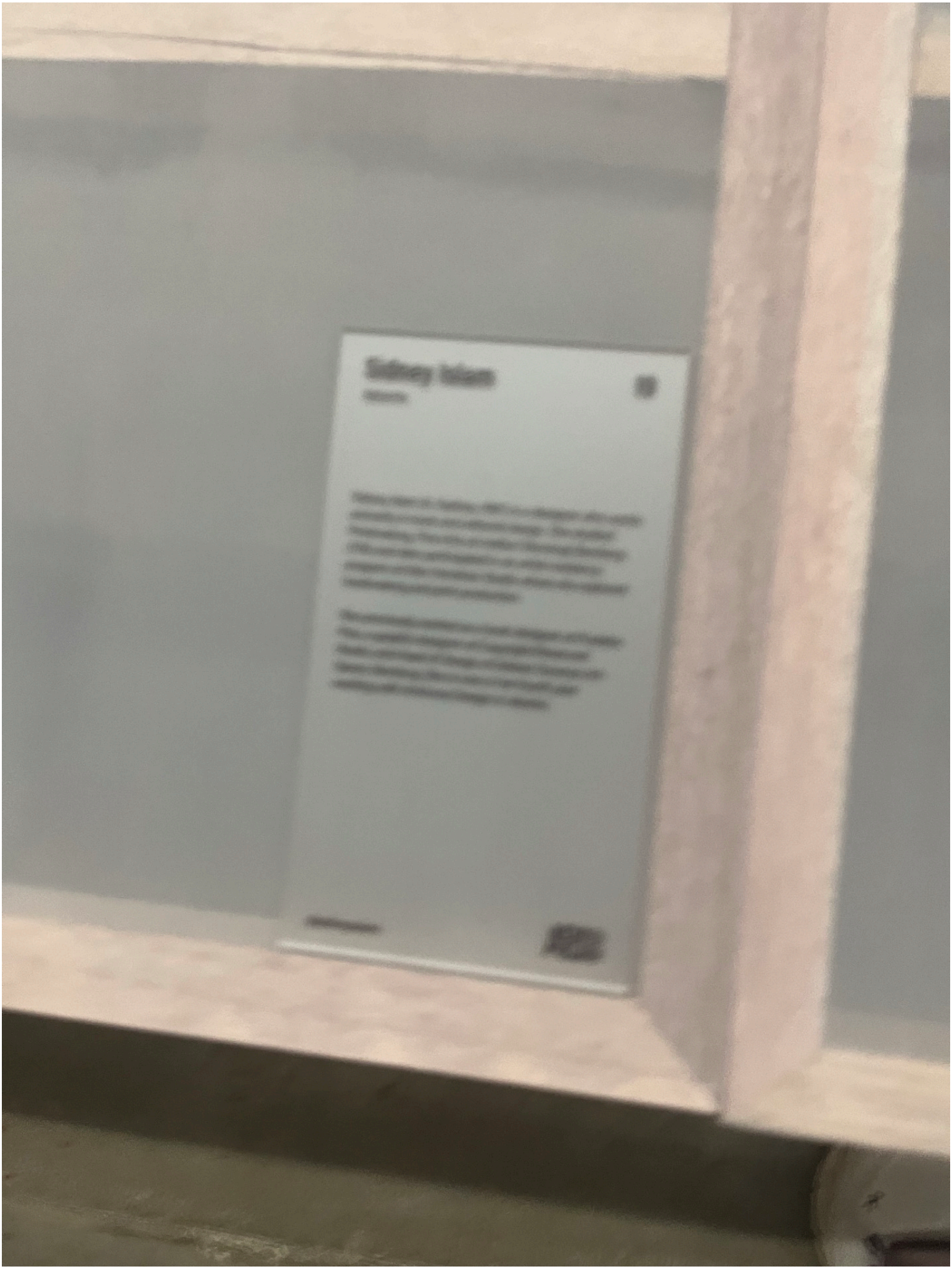
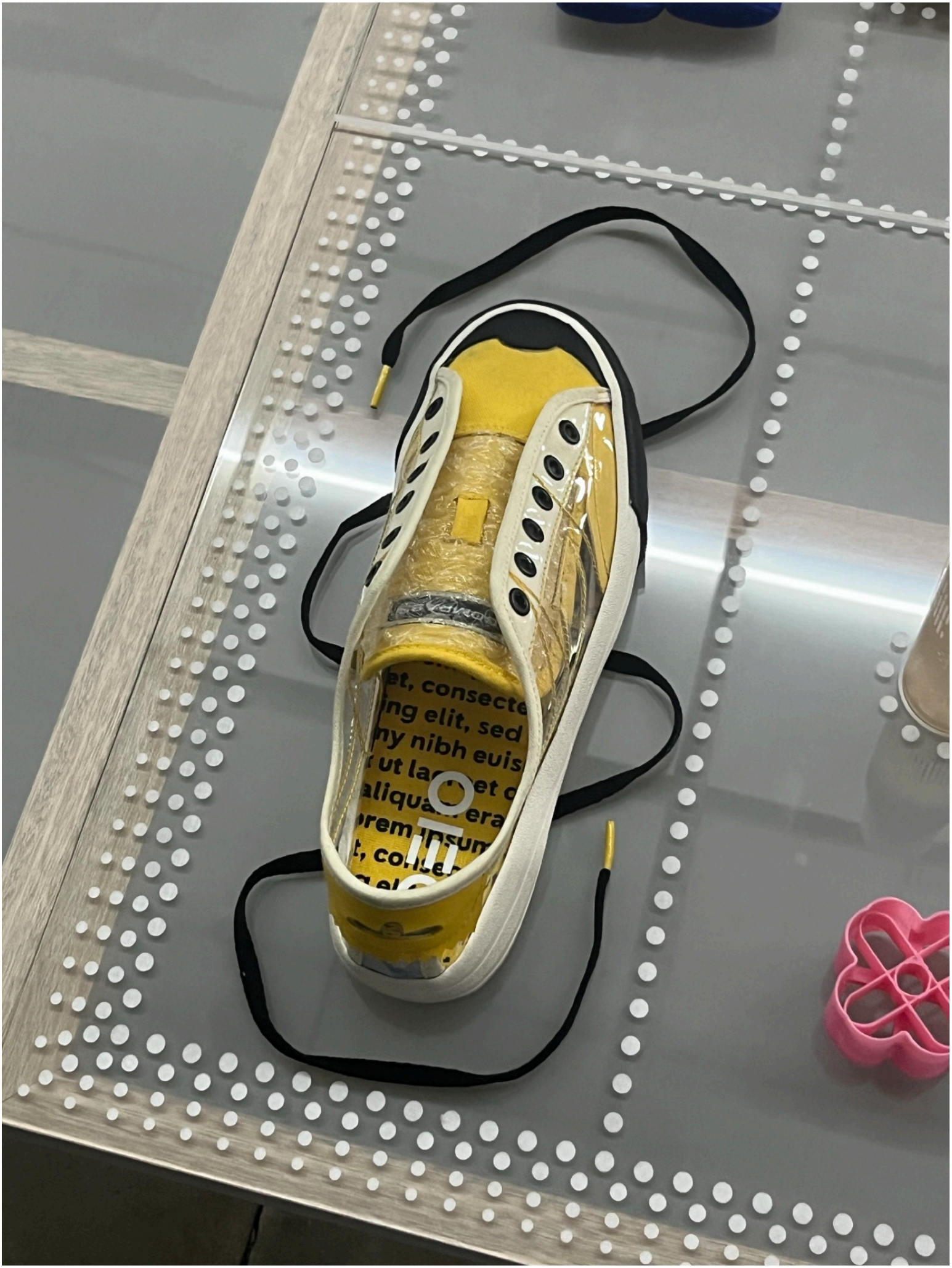
Sidney Islam
Jakarta
19
Sidney Islam (b. Sydney, 1997) is a designer who works primarily in book and editorial design. She studied Printmaking, Fine Arts at Institut Teknologi Bandung (ITB) and later participated in an artist residency program at Irfan Hendrian Studio where she explored bookmaking and print production.
She previously worked as a book designer at Pustaka Pias, a graphic designer at Copyright/Reserved Studio, and Head of Design at Selasar Sunaryo Art Space, Bandung. She is now in her fourth year working with Artsvora Design in Jakarta.
@sidneyislam

+62
851 5636 0595
SIDNEYISLAM@
GMAIL.COM





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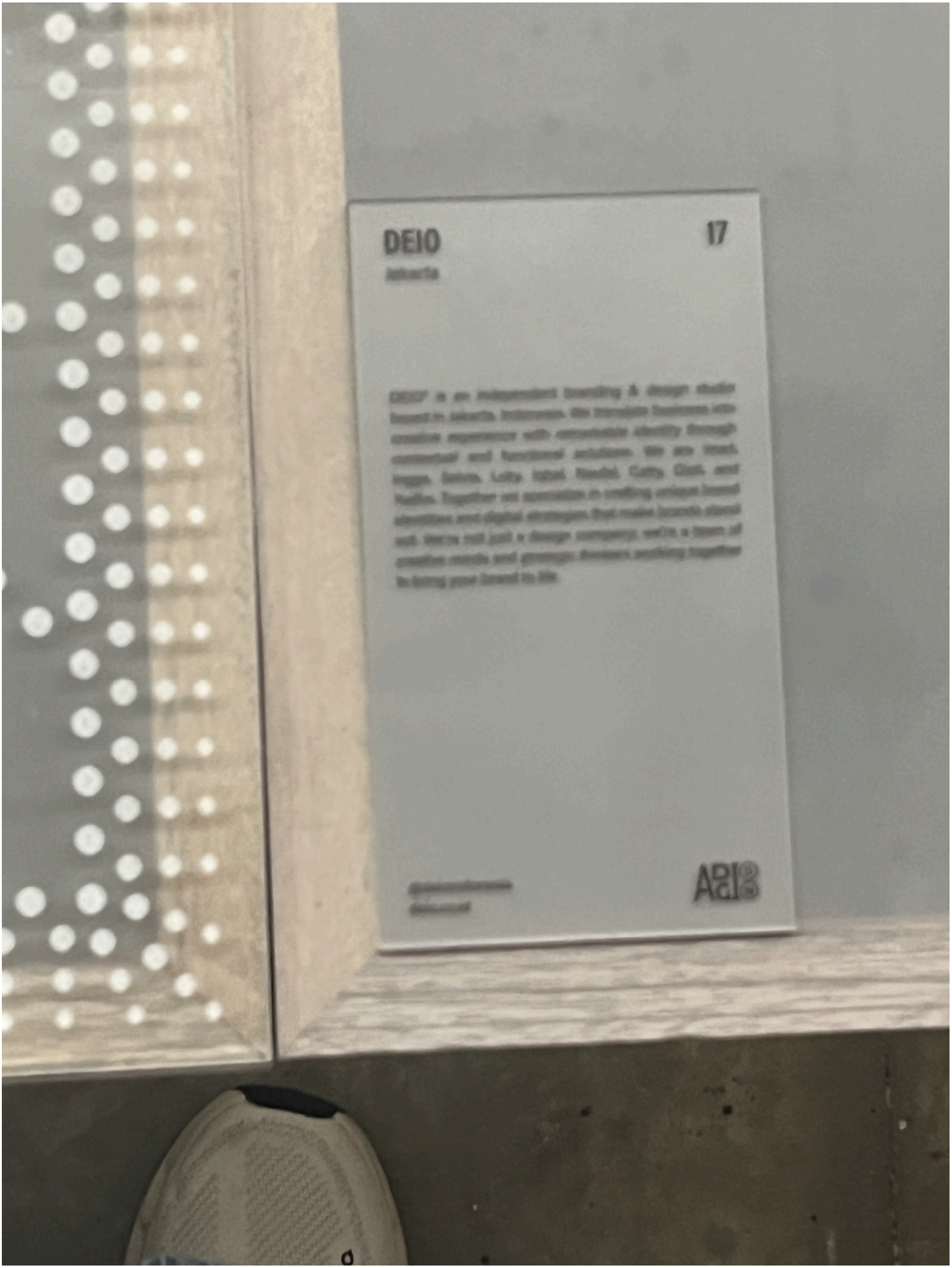
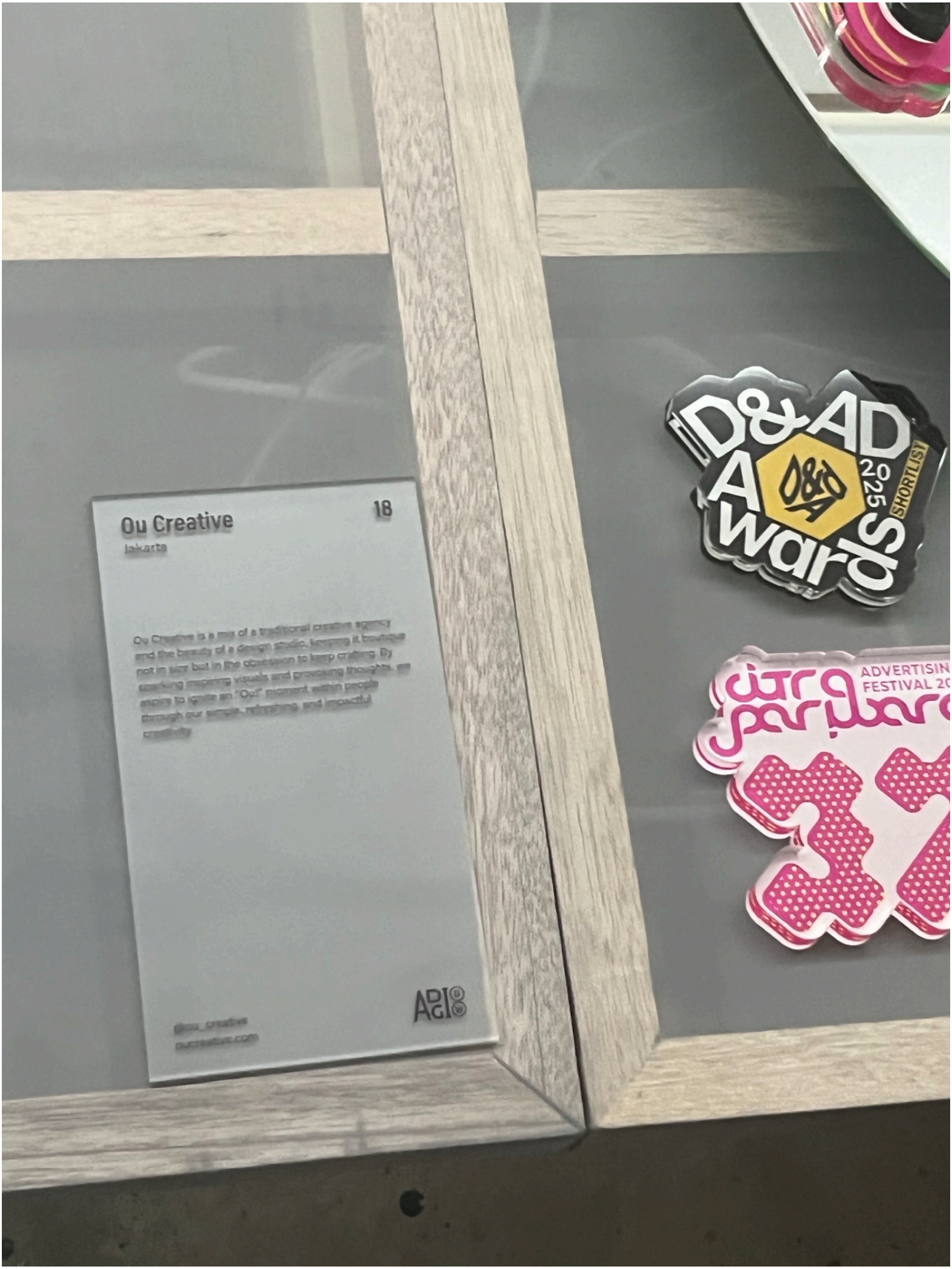
VANILLA FLORESIA
PROJECT 1945
ARUNIKA CITRUS
PROJECT 1945
BOAN ANING
BOAN ANING

VANILLA FLORESIA
PROJECT
1945

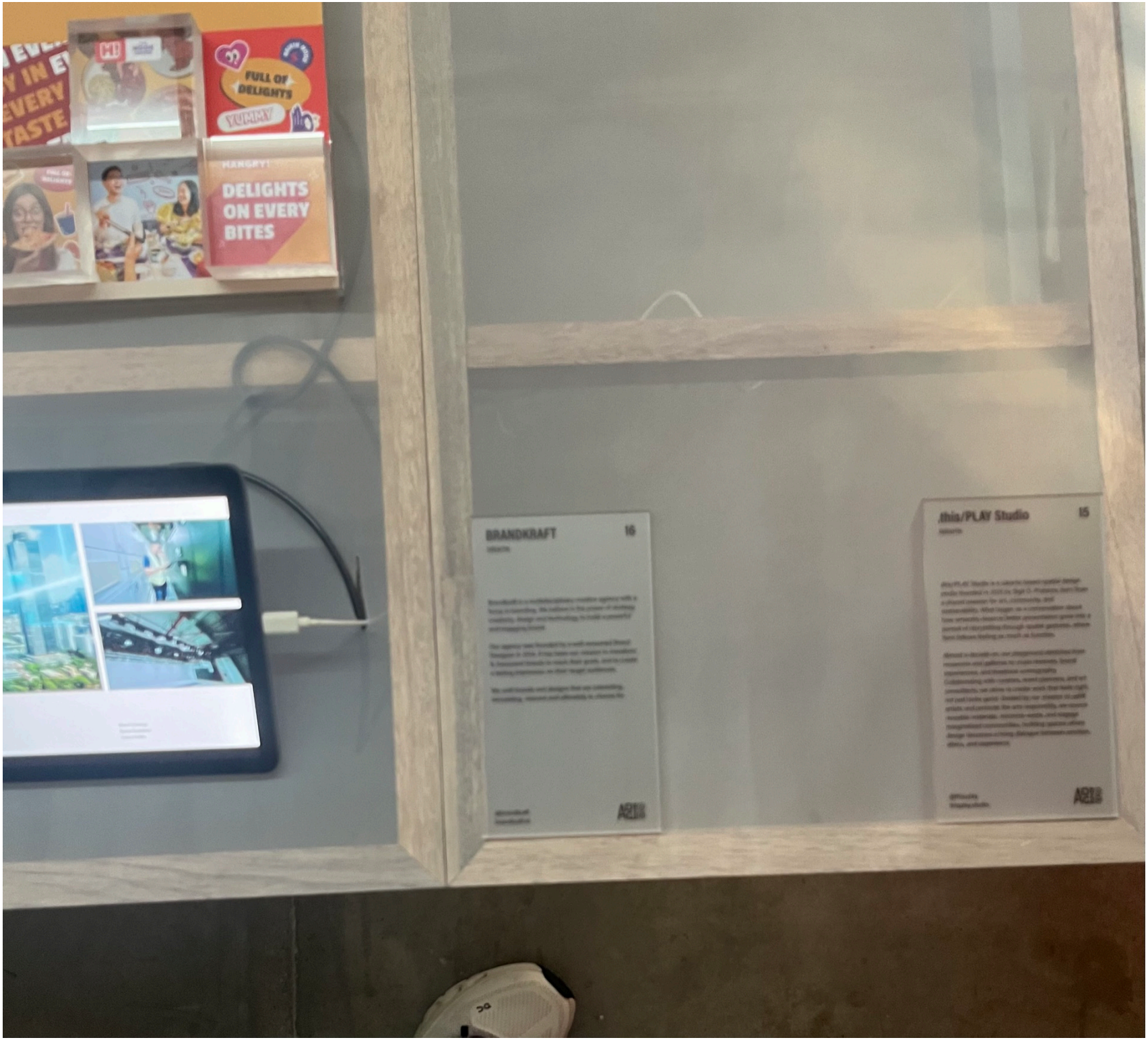

DEIO
17
Jakarta

MIRROR MIRROR ON THE FLOOR, WHO'S THE CRAZIEST OF THEM ALL?
D&AD
Awards
ADVERTISING FESTIVAL 2024

MIRROR MIRROR ON THE FLOOR, WHO'S THE CRAZIEST OF THEM ALL?
D&AD Awards 2025
ADVERTISING FESTIVAL 2024


Ou Creative
18
Jakarta
Ou Creative is a mix of a traditional creative agency and the beauty of a design studio, keeping it boutique not in size but in the obsession to keep crafting. By sparking inspiring visuals and provoking thoughts, we aspire to ignite an "Ou!" moment within people through our simple, refreshing, and impactful creativity.
@ou_creative
ouncreative.com
D&AD
2025
SHORTLIST
ADVERTISIN
FESTIVAL 20

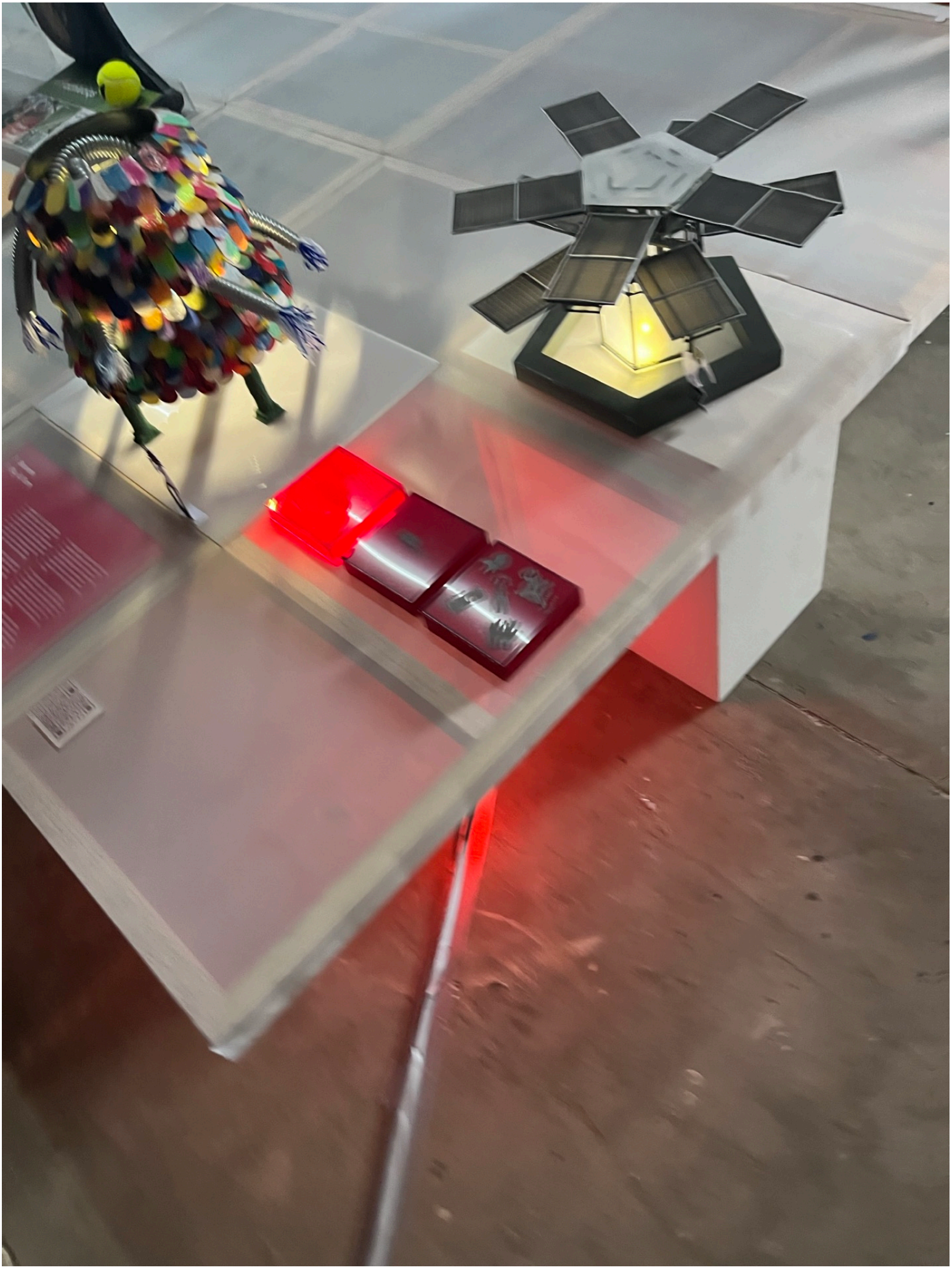
MIRROR MIRROR ON THE FLOOR, WHO'S THE CRAZIEST OF THEM ALL?
D&AD
2025
SHORTLIST
Awards


FULL OF DELIGHTS
YUMMY
HANGRY!
DELIGHTS ON EVERY BITES
BRANDKRAFT
16
/this/PLAY Studio
15

Between
Play & Form

Between
Play & Form
Founded in 2015 by Sigit D. Pratama,
this/PLAY began from a small circle of
friends who believed that artworks
deserved more than walls; they deserved
to move, breathe, and feel. What started
as a Sunday conversation slowly unfolded
into a practice of designing spaces that
tell stories: places where emotion,
material, and community intertwine.
Almost a decade later, our playground
stretches across galleries, festivals,
stages, shaped by a desire to create
experiences that stay with people
after they leave.
This/Play
15
.this/PLAY Studio
Jakarta
This/PLAY Studio is a Jakarta-based spatial design
studio founded in 2015 by Sigit D. Pratama, born from
a shared passion for art, community, and
sustainability. What began as a conversation about
how artworks deserve better presentation grew into a
pursuit of storytelling through spatial gestures, where
form follows feeling as much as function.
Almost a decade on, our playground stretches from
museums and galleries to music festivals, brand
experiences, and theatrical scenography.
Collaborating with curators, event planners, and art
enthusiasts, we strive to create work that feels right,
looks good. Guided by our mission to uplift
and elevate the arts responsibly, we source
minimize waste, and engage
building spaces where
between emotion,

Between
Play & Form
/this/PLAY
Founded in 2015 by Sigit D. Pratama, /this/PLAY began from a small circle of friends who believed that artworks deserved more than walls. They deserved to move, breathe, and feel. What started as a Sunday conversation slowly unfolded into a practice of designing spaces that tell stories: places where emotion, material, and community intertwine.
Almost a decade later, our playground stretches across galleries, festivals, and stages, shaped by a desire to create experiences that stay with people long after they leave.
For ADGI Design Week, we gather fragments from the past three years, two works that trace how we've learned to listen to materials, to energy, and to waste itself.
Twinkle-Size, first presented at Art Jakarta Gardens, imagines a world where light becomes our last and only source of survival. Moving gently in rhythm with the sun, it reflects on dependence and renewal—how we turn toward what sustains us, and how fragile that balance truly is.
Throwie Monsta, created for Joyland Festival Jakarta, takes form from what the world discards. 1,500 plastic bags, scraps of textile, and reclaimed tins, reborn as a playful yet haunting figure. It is both a reminder and a celebration of what remains, what returns, and what can be transformed.
Together, these works embody /this/PLAY's continuing search for meaning within matter, where design becomes less about making things, and more about creating spaces that feel alive—with care, curiosity, and play.



pato
kana
et·arr
GRFW
HXA Design
SAMSUNG

GRAFIS'25
embraces the
design as a
han culture
through multiple
ersal form of
uage barriers
gle message.
Beyond communication, graphi
It inspires change, influences p
shape the future. As an industry
multidisciplinary creativity whe
and cultures intersect. Constan
pushing boundaries, graphic de
realm of possibility.

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multidisciplinary creativity whe
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realm of possibility.

pato kana
GRFN
et.arr
HXA Design
cis ang kuy
Grifen Studio
1
Bandung
Grifen Studio is a creative studio based in Bandung, focusing on brand identity and activation.
We see design as more than visuals. It's a conversation between ideas, emotions, and purpose. We explore possibilities, blending function with aesthetic curiosity, and finding meaning through experimentation.
For us, dinsign is an endless journey of discovery.
@grifenstudio
grifenstudio.com

From Local Insight to Lasting Change
Patokana is a district-branding initiative by Grifan Studio, created to help connect the stories and identities of different districts as a gentle step toward future city branding.
The project also aims to support local communities in recognizing their own challenges and strengths, so they can shape sustainable programs that grow from within.
Patokana is developed in collaboration with st.art initiates and H.A Design Indonesia.

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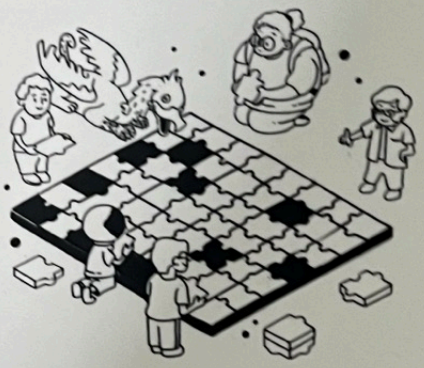

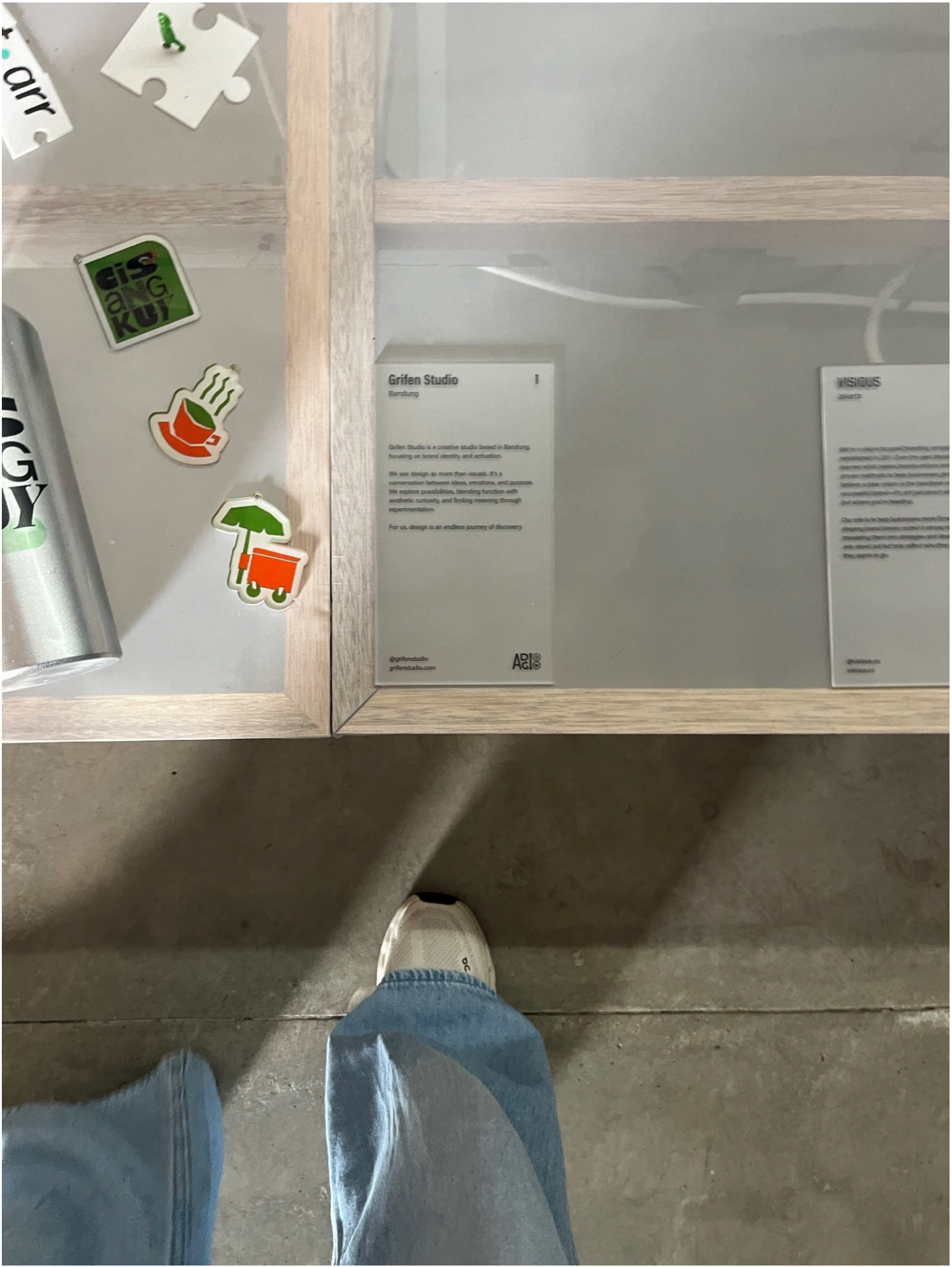
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VISIOUS

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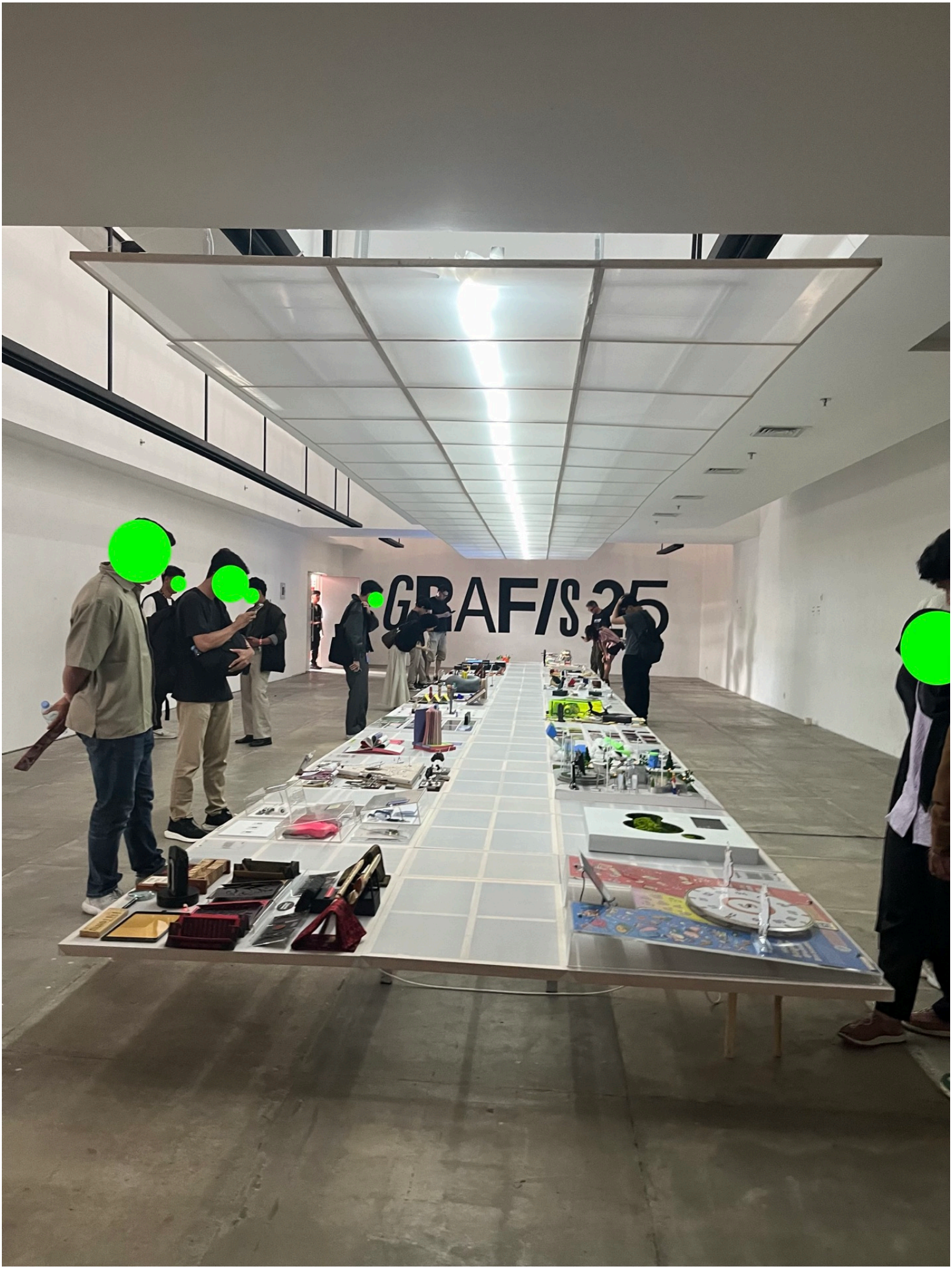
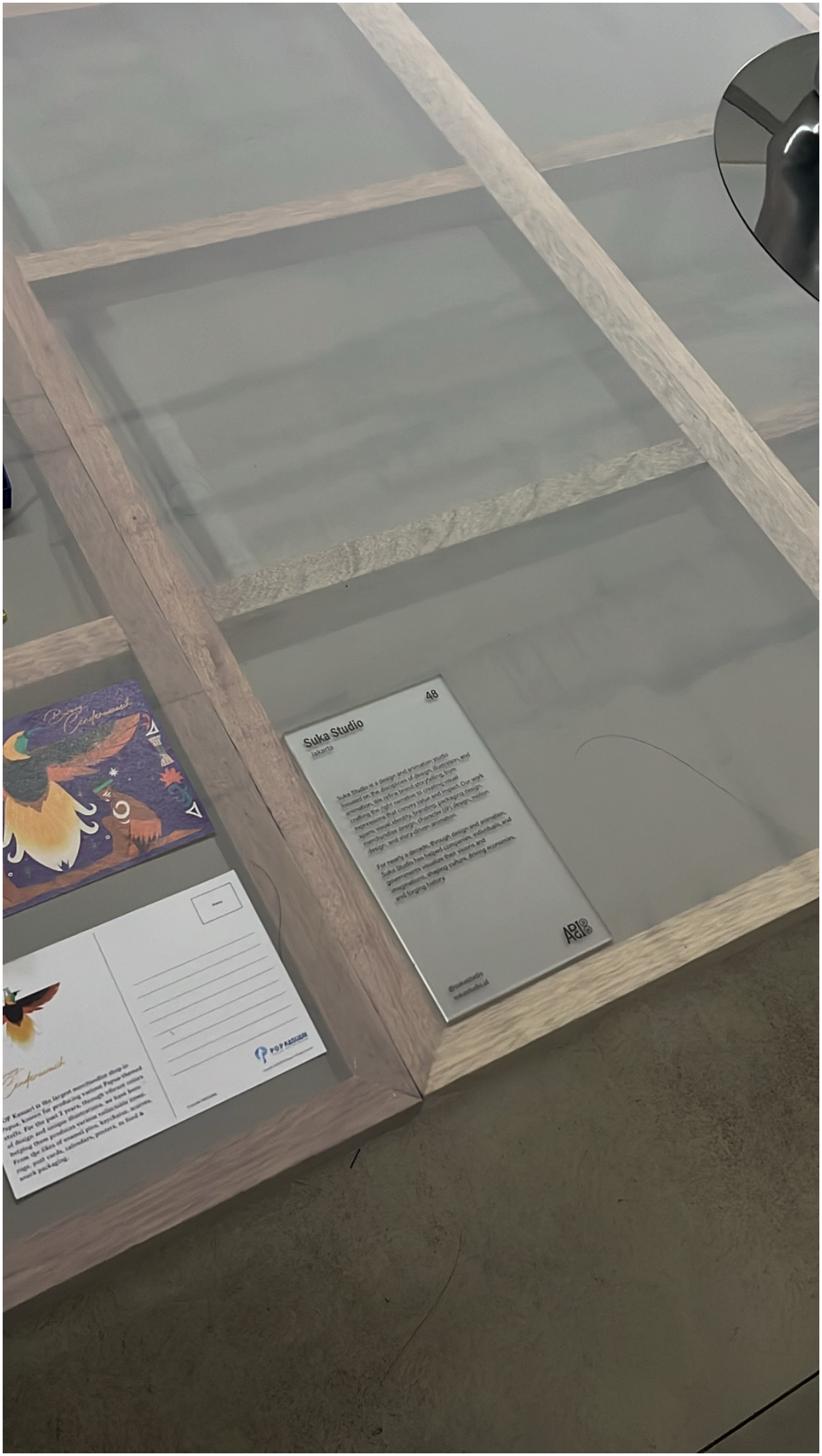
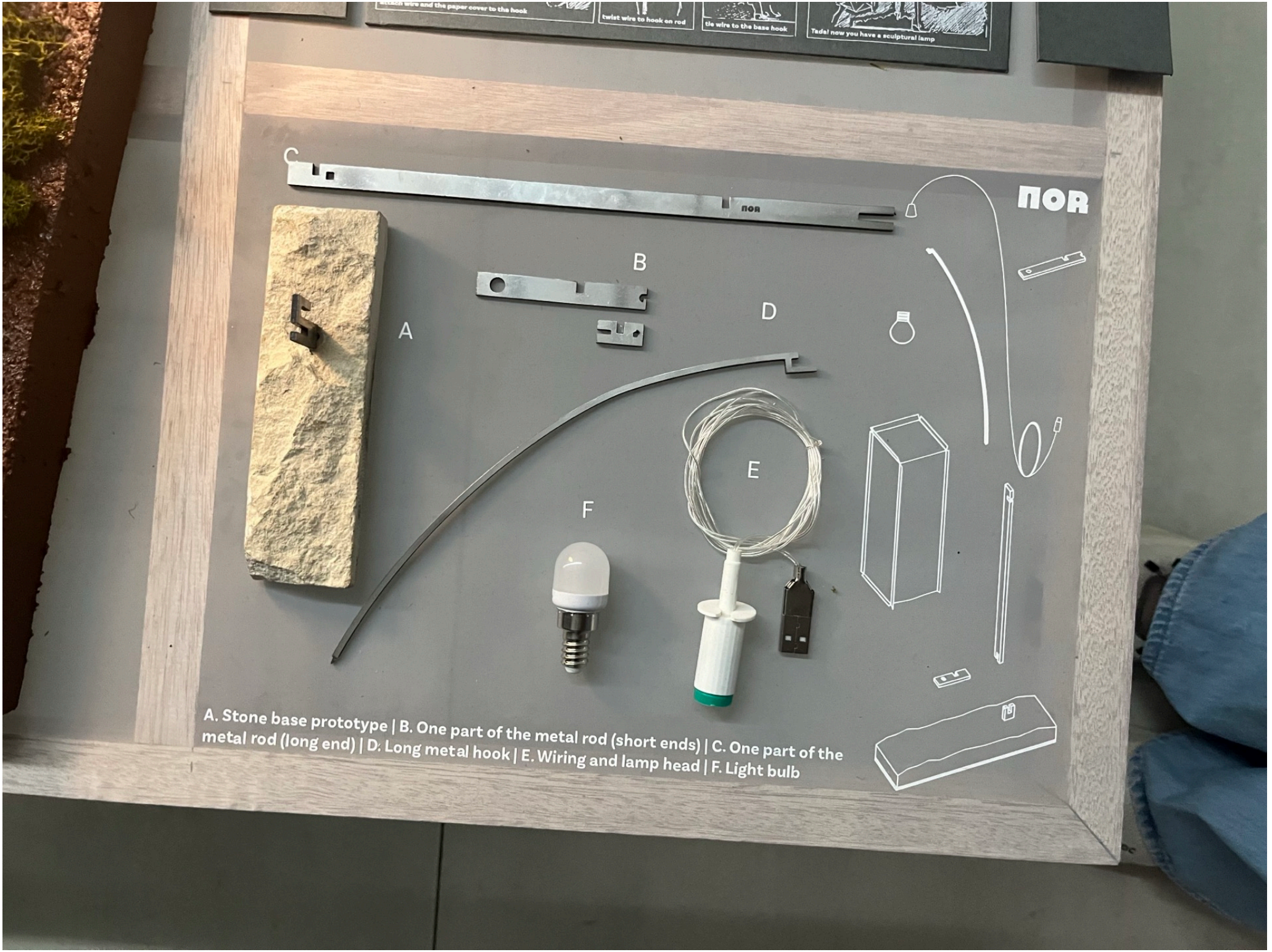
@grifenstudio
grifenstudio.com
VISIOUS
2
Jakarta
We're a vision-focused branding company established in 2011. Over the past decade, we've learned what makes brands endure and developed proven methods to help businesses get there. We believe a clear vision is the heartbeat of every successful brand—it's not just about where you are, but where you're heading.
Our role is to help businesses move forward by shaping brand stories rooted in strong vision, then translating them into strategies and designs that not only stand out but truly reflect who they are and where they aspire to go.
@visious.co
visious.co

FILM INDONESIA
2021
Cakrawala Sinema Indonesia
USMAR ISMAIL
JAZZ GUNUNG BROMO
18 - 19 JULY 2025
JAZZ GUNUNG IJEN
09 AUGUST 2025
JAKARTA COFFEE WEEK 2024
COFFEE TALK
SPONSOR
COMPETITOR
TENANT

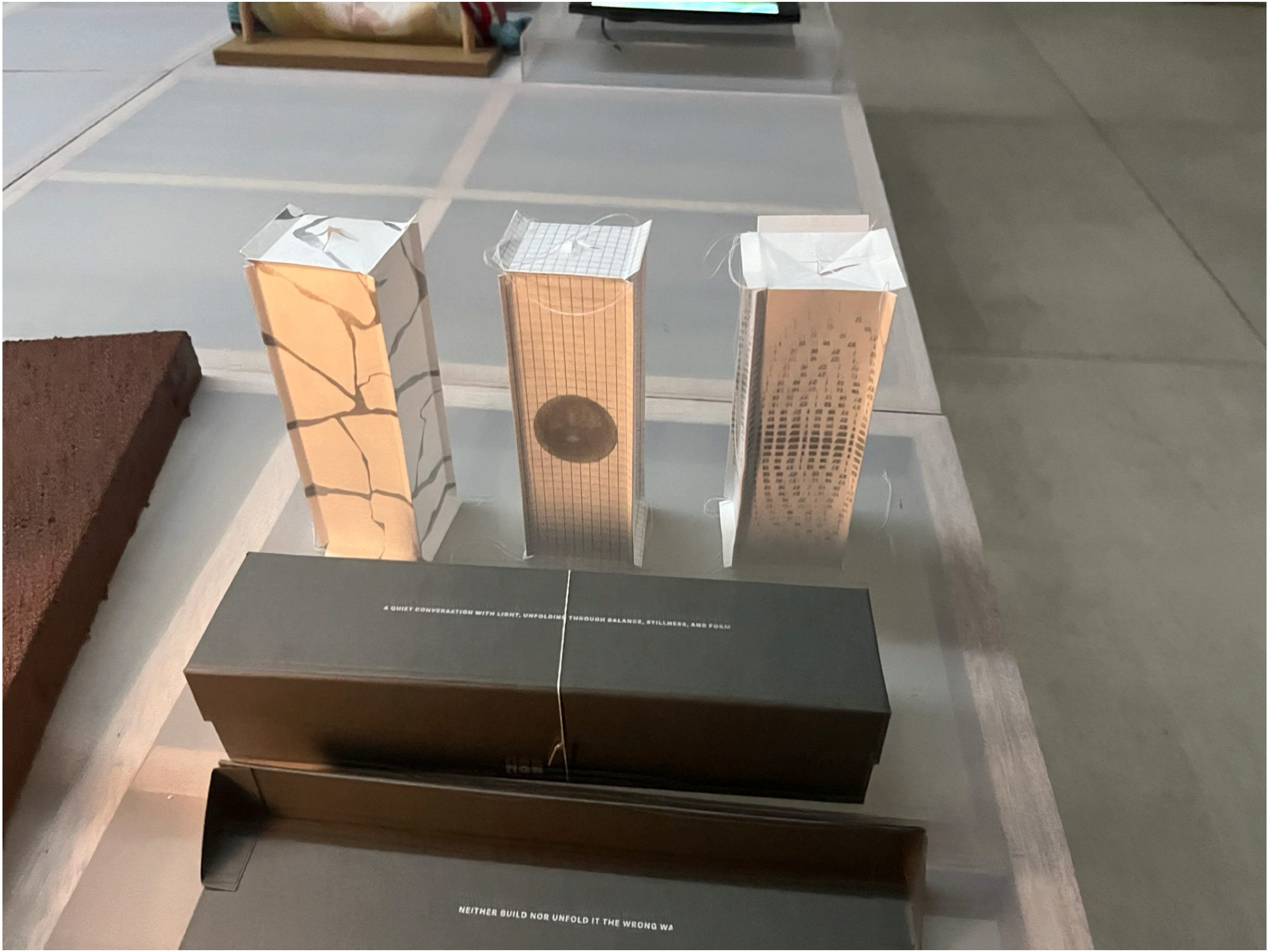
GRAFIS25


GRAF/S25

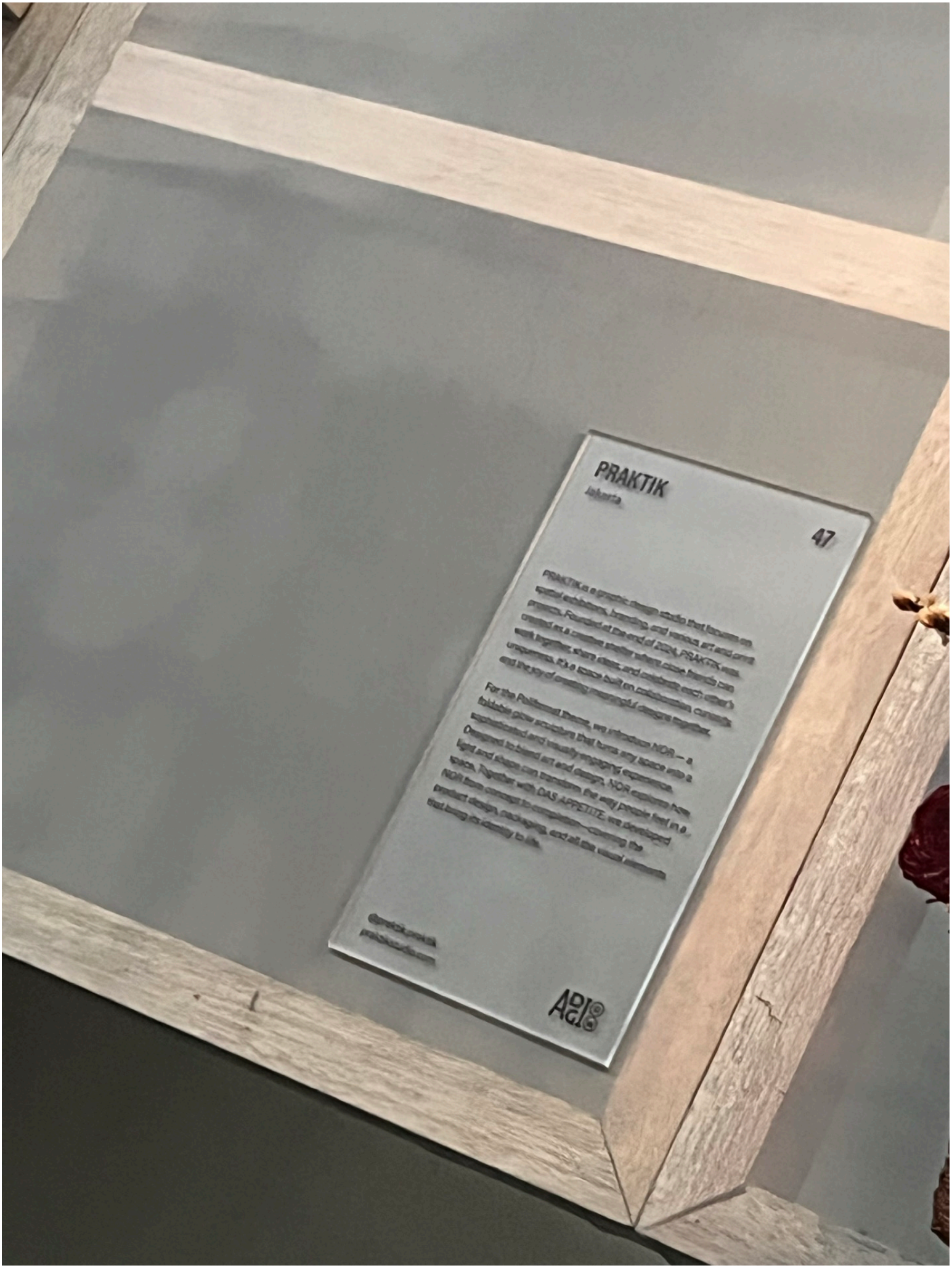

48
Suka Studio
Jakarta
Suka Studio is a design and animation studio focused on the disciplines of design, illustration, and animation. We refine brand storytelling, from crafting the right narrative to creating visual expressions that convey value and impact. Our work spans visual identity, branding, packaging design, merchandise design, character (IP) design, motion design, and story-driven animation.
For nearly a decade, through design and animation, Suka Studio has helped companies, individuals, and governments visualize their visions and imaginations, shaping culture, driving economies, and forging history.
ABIS AGIS
Cinderwatch
POP KASUARI


twist wire to hook on rod
tie wire to the base hook
Tada! now you have a sculptural lamp
NOR
A
B
D
E
F
A. Stone base prototype | B. One part of the metal rod (short ends) | C. One part of the metal rod (long end) | D. Long metal hook | E. Wiring and lamp head | F. Light bulb

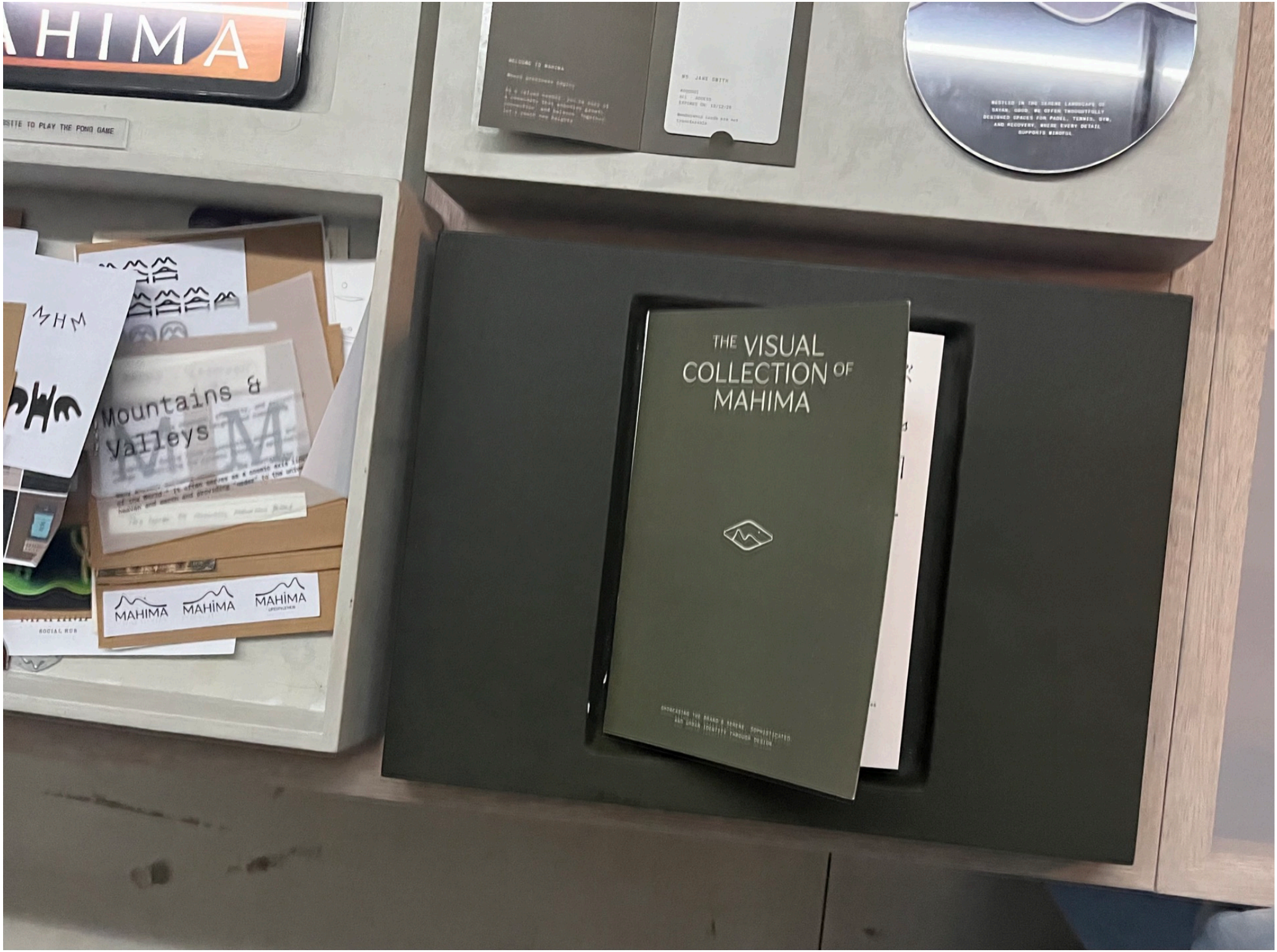
A QUIET CONVERSATION WITH LIGHT, UNFOLDING THROUGH BALANCE, STILLNESS, AND FORM
NEITHER BUILD NOR UNFOLD IT THE WRONG WA
NOR
place the stone base in a flat surface
connect metal rods together and place to base
combine hook together and place to the stone base
blow the paper cover
insert wire to paper cover
screw bulb and pull wire
attach wire and the paper cover to the hook
twist wire to hook on rod
tie wire to the base hook
Tada! now you have a sculptural lamp
C
B
A
D
NOR


A QUIET CONVERSATION WITH LIGHT, UNFOLDING THROUGH BALANCE, STILLNESS, AND FORM
NEITHER BUILD NOR UNFOLD IT THE WRONG WA

@NQR OBJECT
A
B


PRAKTIK
Jakarta
47

MAHIMA
ALL DAY BREAKFAST
MAIN COURSE
FOOD
COFFEE & TEA
Salmon Steak
Poke Bowl
MAHIMA
The custom logotype uses subtle curves to balance structure with fluidity.
Mountains & Valleys
Mountains symbolize strength and stability—enduring icons of resilience that mirror life's ups and downs, growth, and constant change.
MEMBERSHIP CARD
NESTLED IN THE SERENE LANDSCAPE OF SAYAN, UBUD, WE OFFER THOUGHTFULLY DESIGNED SPACES FOR PADEL, TENNIS, GYM, AND RECOVERY, WHERE EVERY DETAIL SUPPORTS MINDFUL.


AHIMA
SITE TO PLAY THE PONG GAME
Mountains &
Valleys
MAHIMA
MAHIMA
MAHIMA
THE VISUAL COLLECTION OF MAHIMA

MAHIMA
OPEN THE WEBSITE TO PLAY THE PONG GAME
TOMO Studio
46
MAHIMA
Evolution
Mountains &
Valleys
WELLNESS COLLECTIVE
MAHIMA
MAHIMA
MAHIMA
MEMBERSHIP CARD
THE VISU
COLLECT
MAHIM

MAHIMA
BOOK & JOIN
OPEN THE WEBSITE TO PLAY THE PONG GAME
TOMO Studio
46
MAHIMA
Evolution
WELLNESS COLLECTIVE
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MAHIMA
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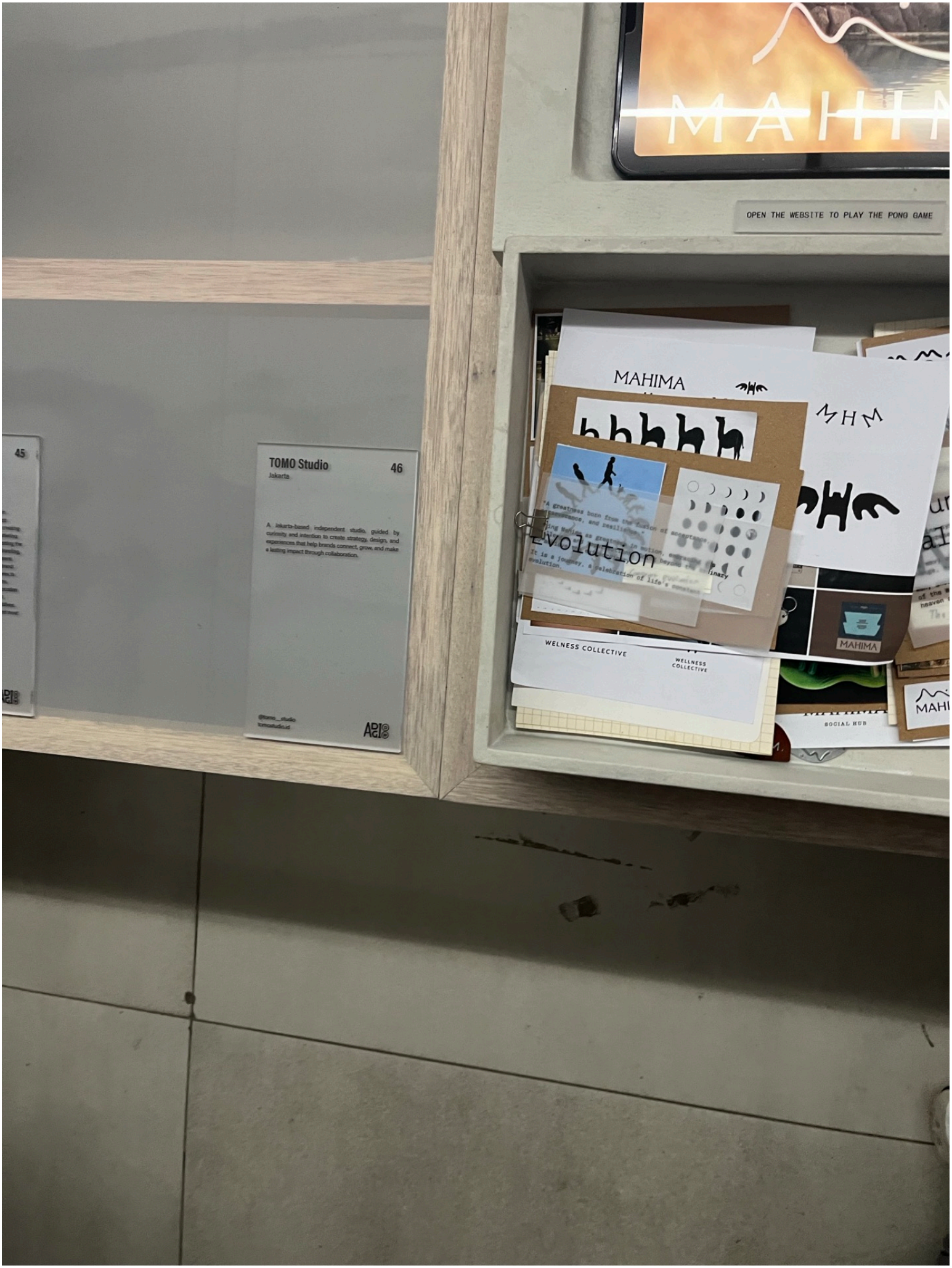
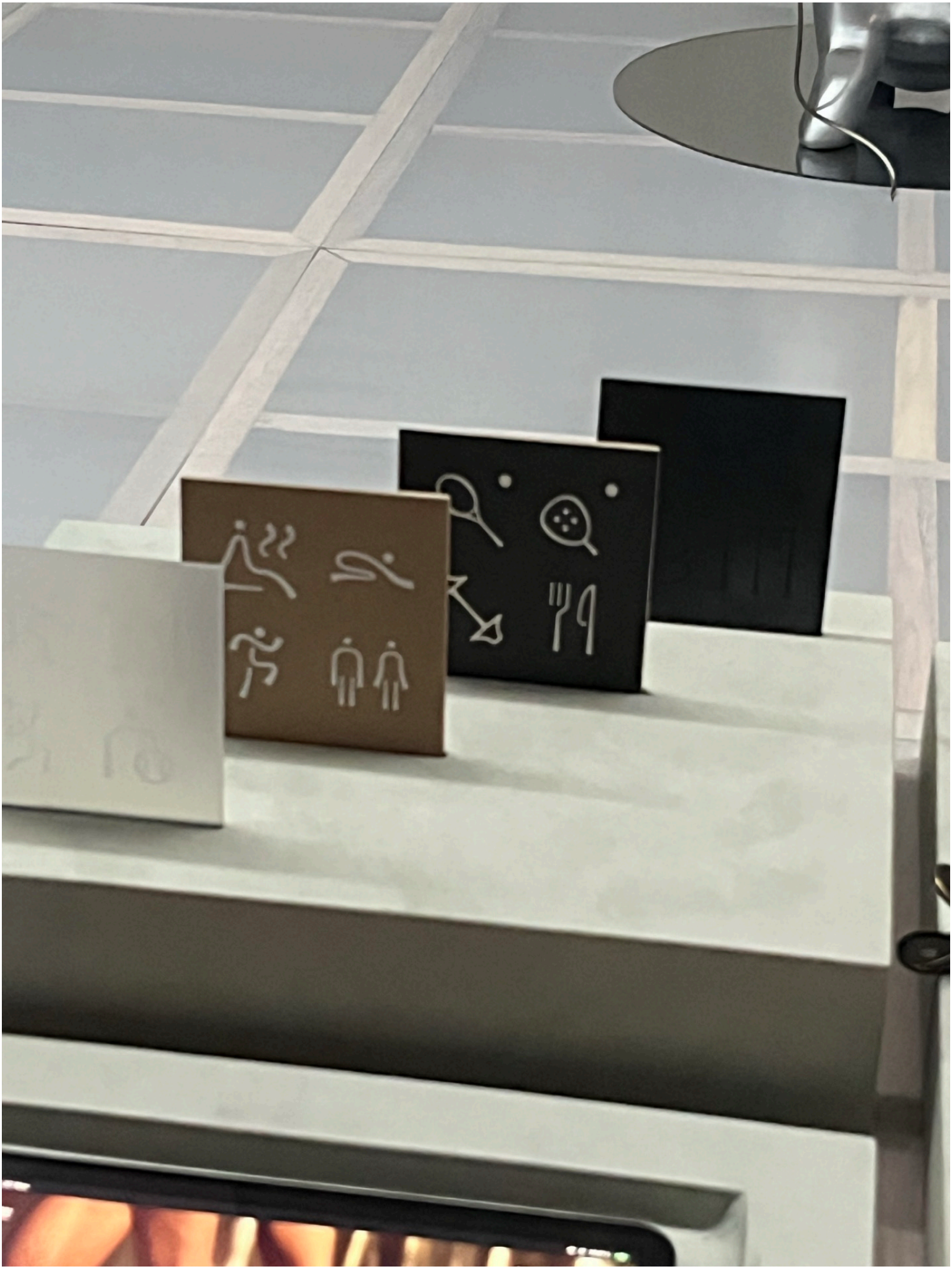
MAHIMA
MEMBERSHIP CARD


MAHIM
OPEN THE WEBSITE TO PLAY THE PONG GAME
45
TOMO Studio
Jakarta
46
A Jakarta-based independent studio, guided by curiosity and intention to create strategy, designs, and experiences that help brands connect, grow, and make a lasting impact through collaboration.
@tomo_studio
tomostudio.id
MAHIMA
Evolution
WELNESS COLLECTIVE
WELLNESS COLLECTIVE
MAHIMA
SOCIAL HUB

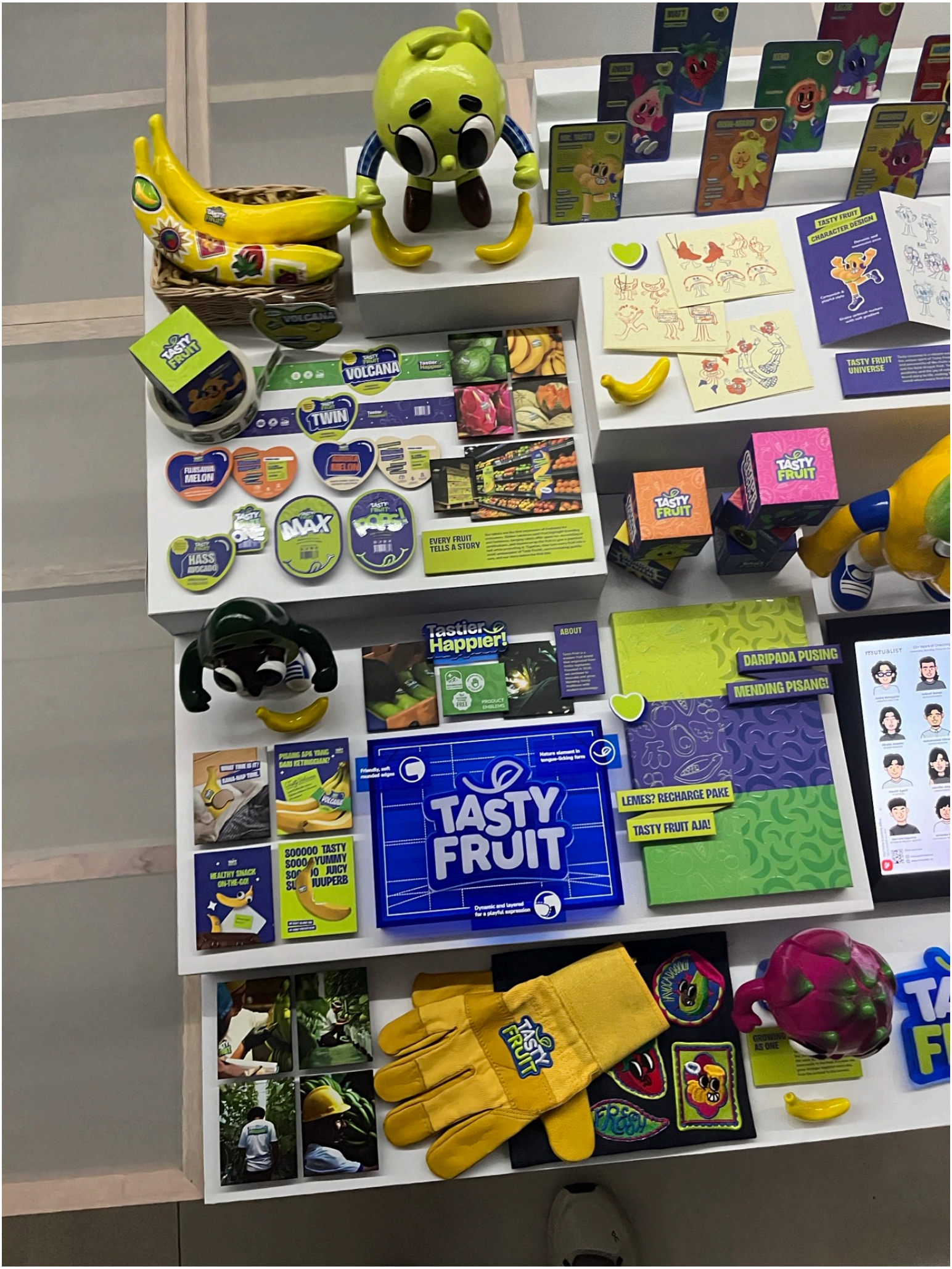


MAHIMA
ALL DAY BREAKFAST
MAIN COURSE
FOOD
DRINKS
COFFEE & TEA
MAHIMA

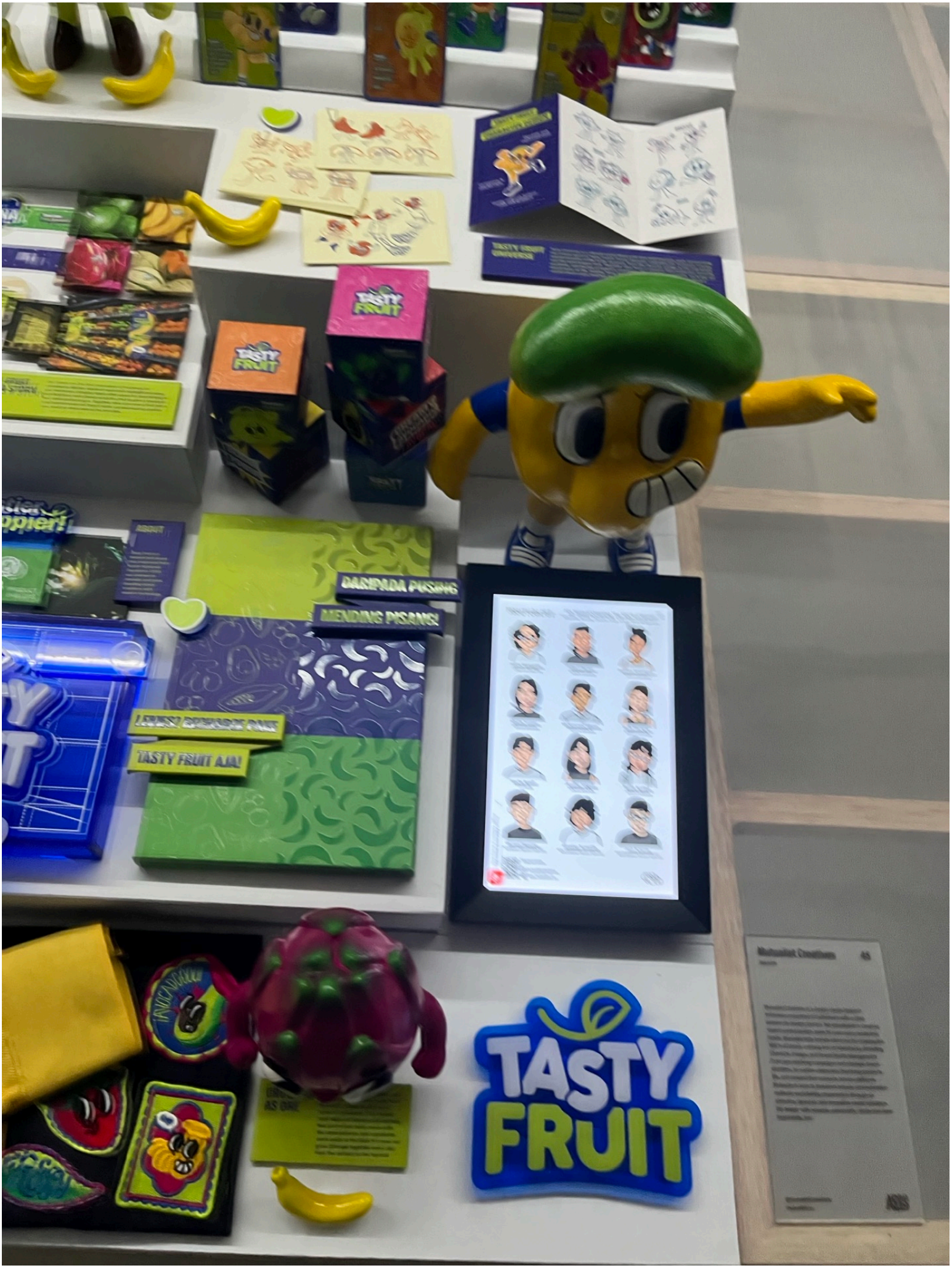
LADS
ne Seafood Salad 70
ne lettuce, tuna, calamari,
, avocado, cherry tomato,
mic dressing
Salad 50
Romaine lettuce, green curly lettuce,
carrot, corn, tomato,
chimichurri dressing
Poke Bowl 60
Romaine lettuce, edamame, corn,
avocado, button mushroom,
Japanese tofu, sesame seed dressing
MAHIMA
Mountains & Valleys
Mountains symbolize strength and stability—enduring icons of resilience that mirror life's ups and downs, growth, and constant change.
MEMBERSHIP CARD
MS. JANE SMITH
#000001
ALL - ACCESS
EXPIRES ON: 12/12/28
Membership cards are not transferable.
WELCOME TO MAHIMA
Where greatness begins
As a valued member, you're part of a community that embodies growth, connection, and balance. Together, let's reach new heights.
THE VISUAL COLLECTION OF MAHIMA
MAHIMA
MAHIMA

MAIN COURSE
FOOD
MAHIMA
Mountains & Valleys
Mountains symbolize strength and stability—enduring icons of resilience that mirror life's ups and downs, growth, and constant change.
MEMBERSHIP CARD

VOLCANA
TWIN
AURORA MELON
MAX
POPS!
EVERY FRUIT TELLS A STORY
TASTY FRUIT
Tastier Happier!
ABOUT
PRODUCT EMELEMS
DARIPADA PUSING
MENDING PISANG!
LEMES? RECHARGE PAKE
TASTY FRUIT AJA!
TASTY FRUIT
Friendly, soft rounded edges
Nature element in tongue-licking form
Dynamic and Layered for a playful expression
PISANG APA YANG DARI KETINGGIAN?
SOOOOO TASTY
SOOO YUMMY
SO JUICY
SU UUPERB
GROWING AS ONE


TASTY FRUIT
CHARACTER DESIGN
TASTY FRUIT UNIVERSE
VOLCANA
TWIN
FUJISAWA MELON
MAX
HASS AVOCADO
EVERY FRUIT TELLS A STORY
Tastier Happier!
ABOUT
DARIPADA PUSING
MENDING PISANG!
LEMES? RECHARGE PAKE
TASTY FRUIT AJA!
TASTY FRUIT
Dynamic and layered for a playful expression
HEALTHY SNACK ON-THE-GO!
GROWING AS ONE

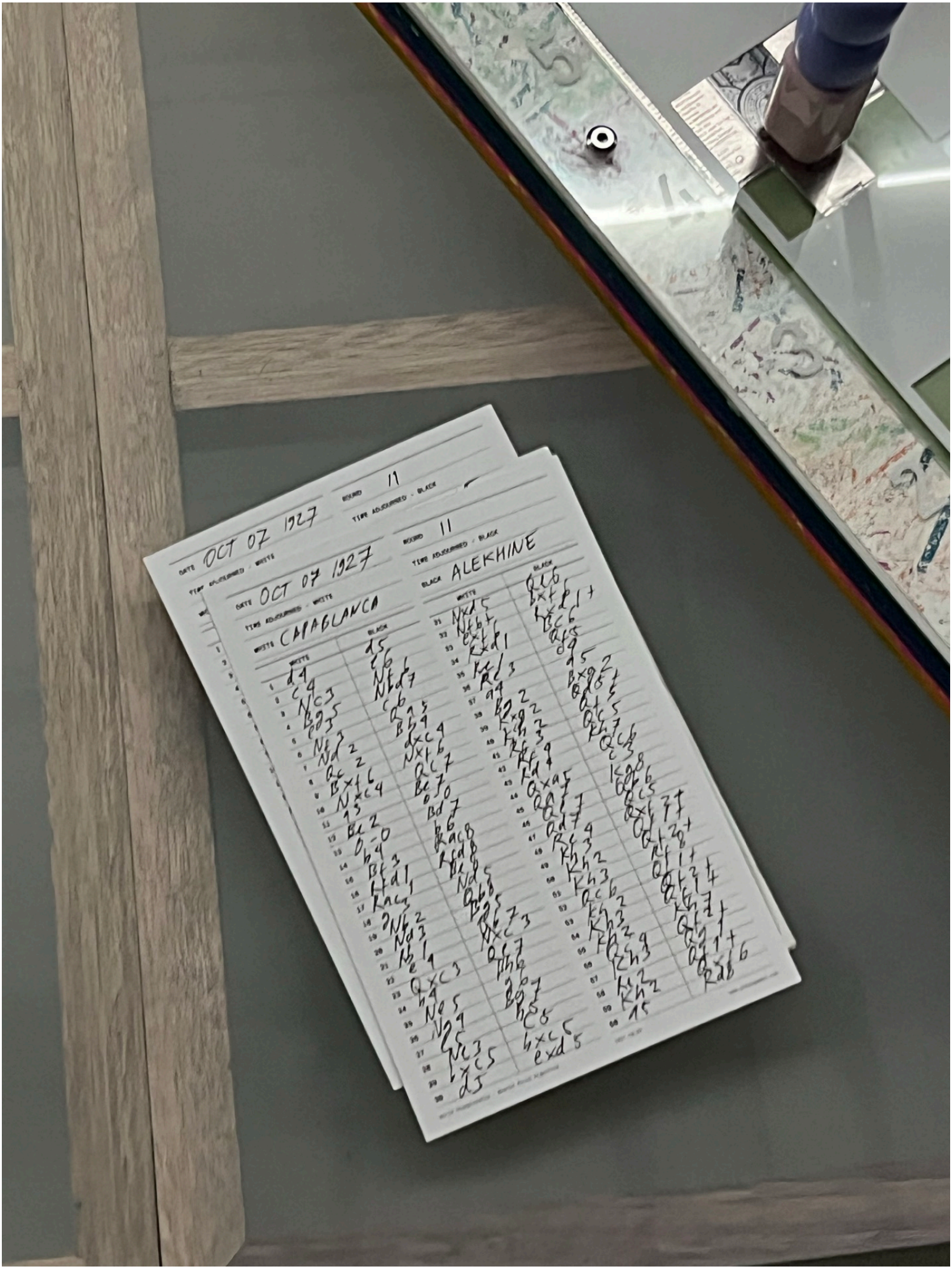
MUTUALIST
TASTY
FRUIT
Mutualist Creatives
A5
TOMO Studio
A5

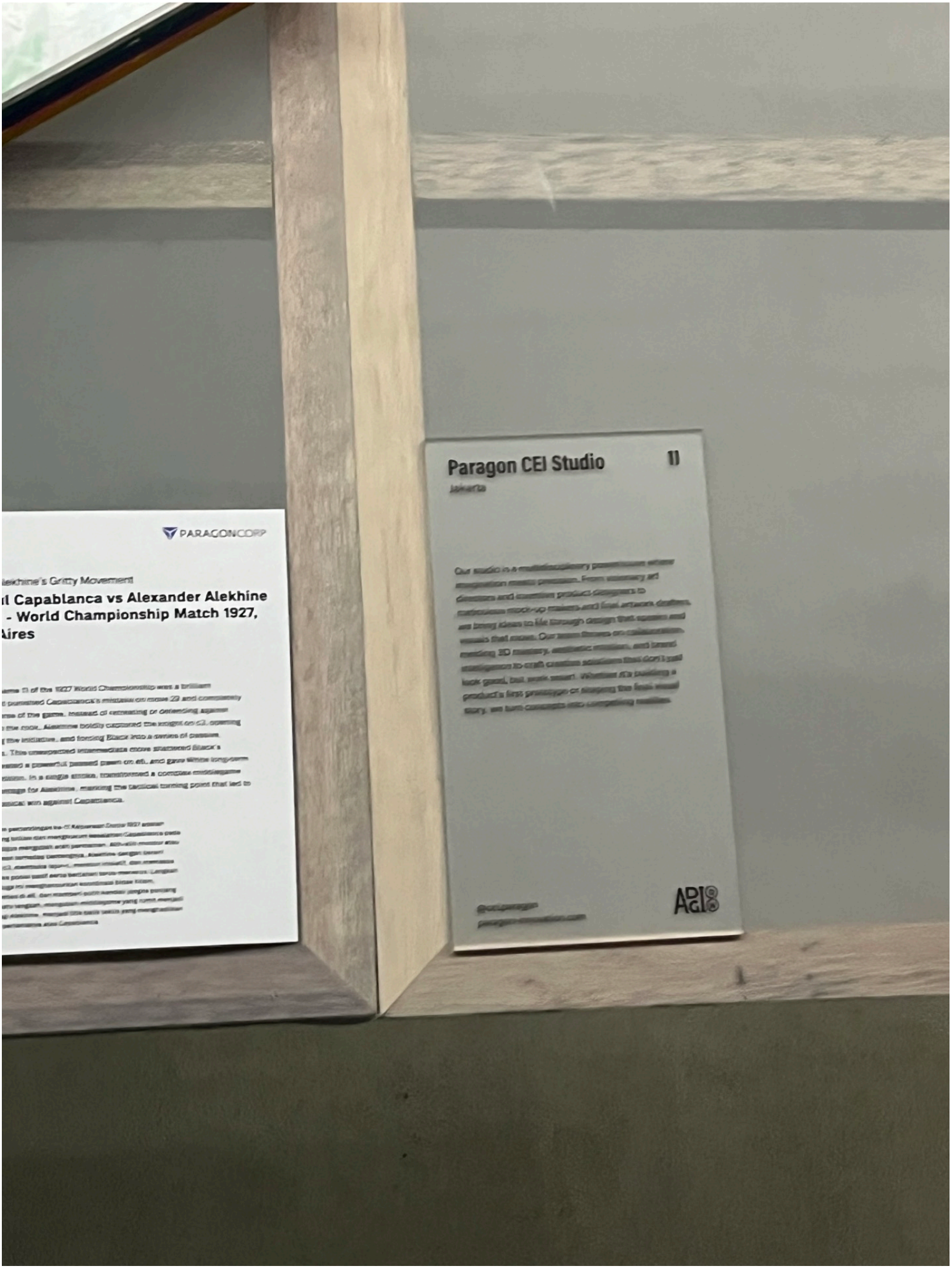

TASTY FRUIT
MENDING PISANG!
TASTY FRUIT AJA!
TASTY FRUIT

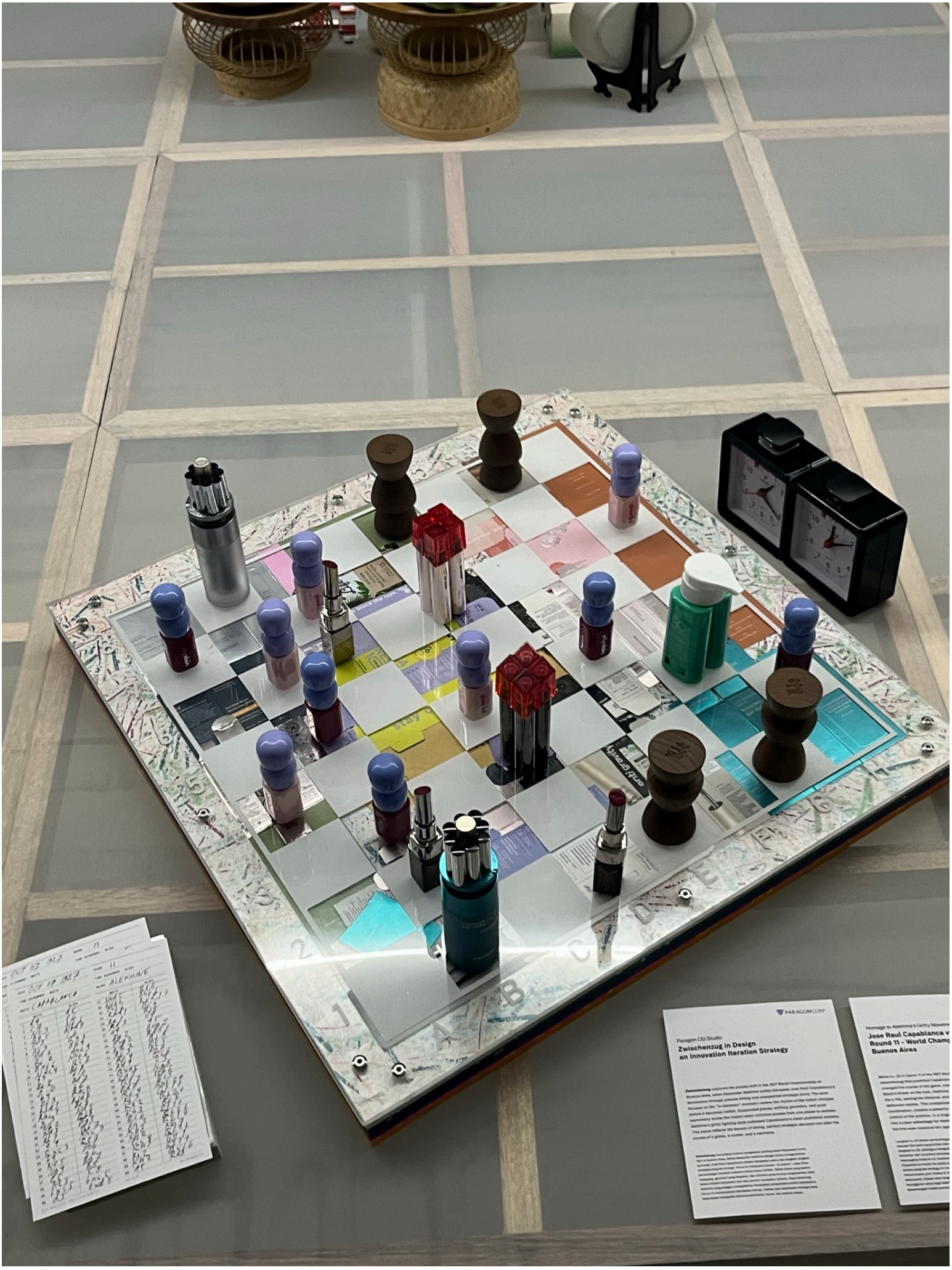
TJITARUM
Creative Team:
Creative Director
Art Director
Copywriter
Lead Designer
Graphic Designer
Illustrator
Project Manager
Photographer
Fashion Designer
Sign Painter
Architectural Designer
Anthropology Consultant
Print Production
Objects
Resource Person
Aksara Sunda — Sunda Digi;
Dosen Unpad — Gentur dan Angklung;
Guru Besar ISBI — Pakar Tari;
Dosen Unpas — Pakar Upacara Adat;
Budayawan Sunda — Pakar Batik;
Budayawan Sunda — Sastrawan;

THE BLUEPRINT
ANEKA
BOLU
ANEKA

BOLLEN
ANEKA
BROWNIES
PANGGANG
ANEKA
BOLU
GULUNG
THE BLUEPRINT
20
SURUNG BANGAU
PAYUNG GEULIS
JAJANGKUNGAN
ANGKLUNG
ALAT MUSIK TRADISIONAL SUNDA
SÉRÉN TAUN
UPACARA ADAT HASIL PANEN SUNDA
PÉRÉPÉT JÉNGKOL
PERMAINAN TRADISIONAL SUNDA
Creative Team:


DATE OCT 07 1927
ROUND 11
TIME ADJOURNED - BLACK
DATE OCT 07 1927
ROUND 11
TIME ADJOURNED - WHITE
WHITE CAPABLANCA
BLACK ALEKHINE


PARAGONCORP
lekhine's Gritty Movement
l Capablanca vs Alexander Alekhine
- World Championship Match 1927,
Aires
Paragon CEI Studio
11
Jakarta
ADIGO


PARAGONCORP
Paragon CEI Studio
Zwischenzug in Design
an Innovation Iteration Strategy
Homage to Alekhine's Gritty Mastery
Jose Raul Capablanca v
Round 11 - World Champ
Buenos Aires

Our works grow from a way of thinking that is far from one way—wild, free, and open to endless possibilities. For us, creativity is a shared space without limits, where everyone brings their own perspective, story, and imagination to the table. The mix of materials and scales reflects the many ways we see, feel, and make things together. It is a celebration of a process that keeps moving, growing, and connecting us.

It is the spirit of making things happen by doing; learning from each other; working on what we care about, and experimenting with freedom. That is how ideas take root, how collaboration comes alive, and how creativity keeps b

eathing. But right

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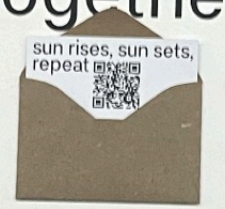
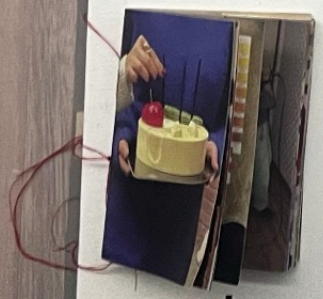


that keeps moving, growing, and connecting us.



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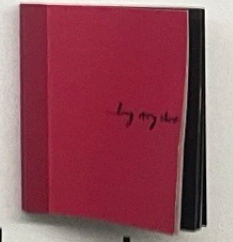

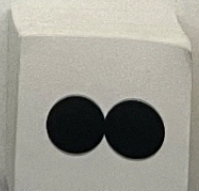

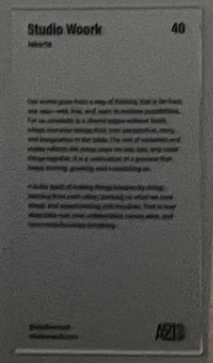

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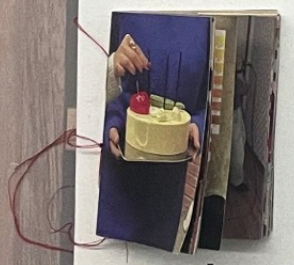

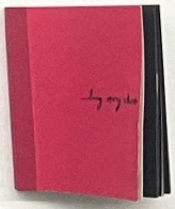

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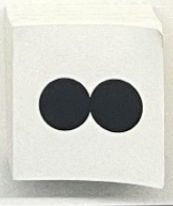

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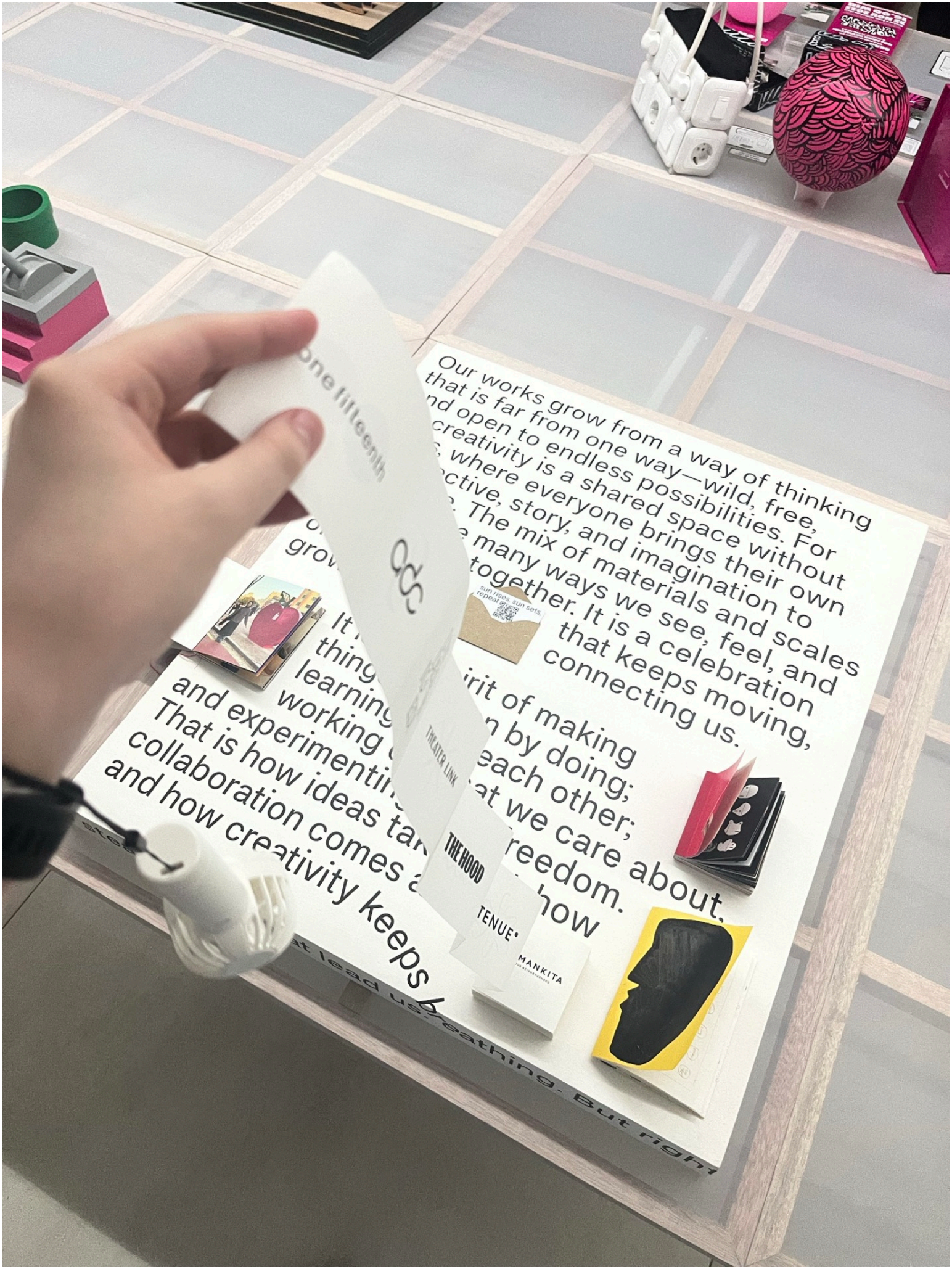
THEATER LINK
THE HOOD
TENUE
NKITA


Our works grow from a way of thinking
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together. It is a celebration
that keeps moving,
connecting us.
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each other;
at we care about,
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how
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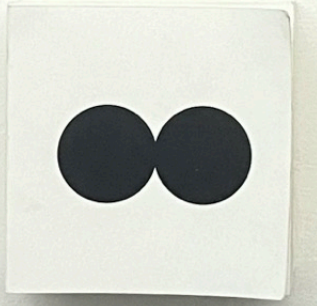

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care about.
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how

Imagine.
Play.
HELLO!
KIDZSTATION
Studio Tinker
39
Jakarta
Studio Woork
Jakarta

Imagine.
Play.
Studio Tinker for the Rebranding of Kidz Station
Every inch of a toy store holds inherent monetary value — which is why they often end up feeling more like supermarkets, lacking a sense of distinction between one brand and another. As Kidz Station rebrands, the goal is to encourage children to spend more time playing, learning, and forming meaningful connections with one another.
To bring this to life, Studio Tinker reimagined the customer journey and holistic brand experience by transforming the once-separated play areas into a single shared space, where kids can explore toys together and engage in collective play, as well as redefining its identity & positioning.
The introduction of Kidso as a mascot also adds to the sense of whimsy—making every visit feels like an adventure with a friend!
Studio Tinker
39

the Kidz Station

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10

We intended to give the children a space | | where they can play whatever they want, supervised, and with each other. In our opinion and the client's, there should be no limit ∞ in the way children interact with their toys. If they want to play house with a dinosaur and a race car, so be it. This also fosters "**Play Pretend**", a concept where children grow through assigning roles to themselves, their toys, and with other children.

11

What we did:

We merged all the play area into one big space at the center of the store

...ur process

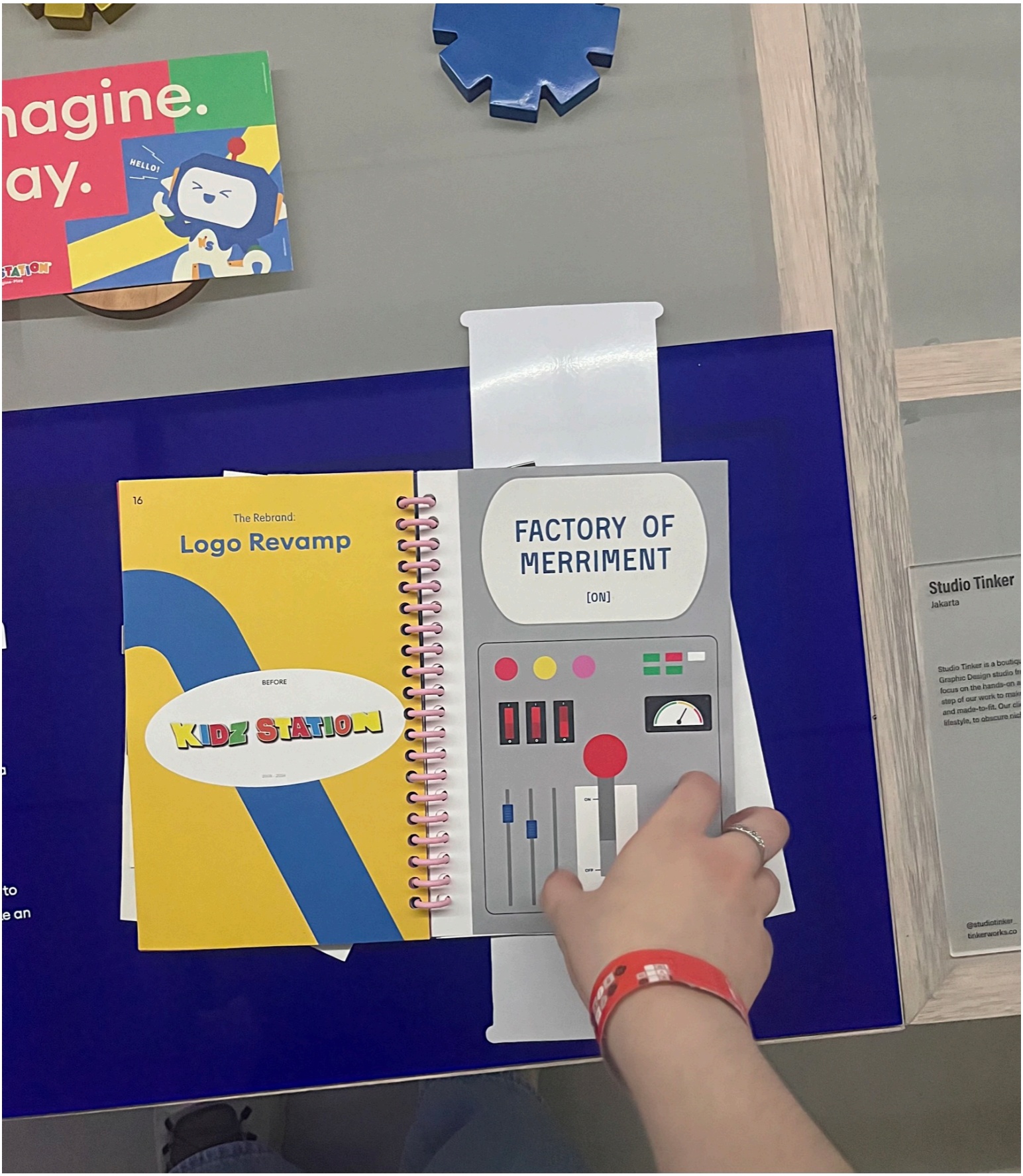
39

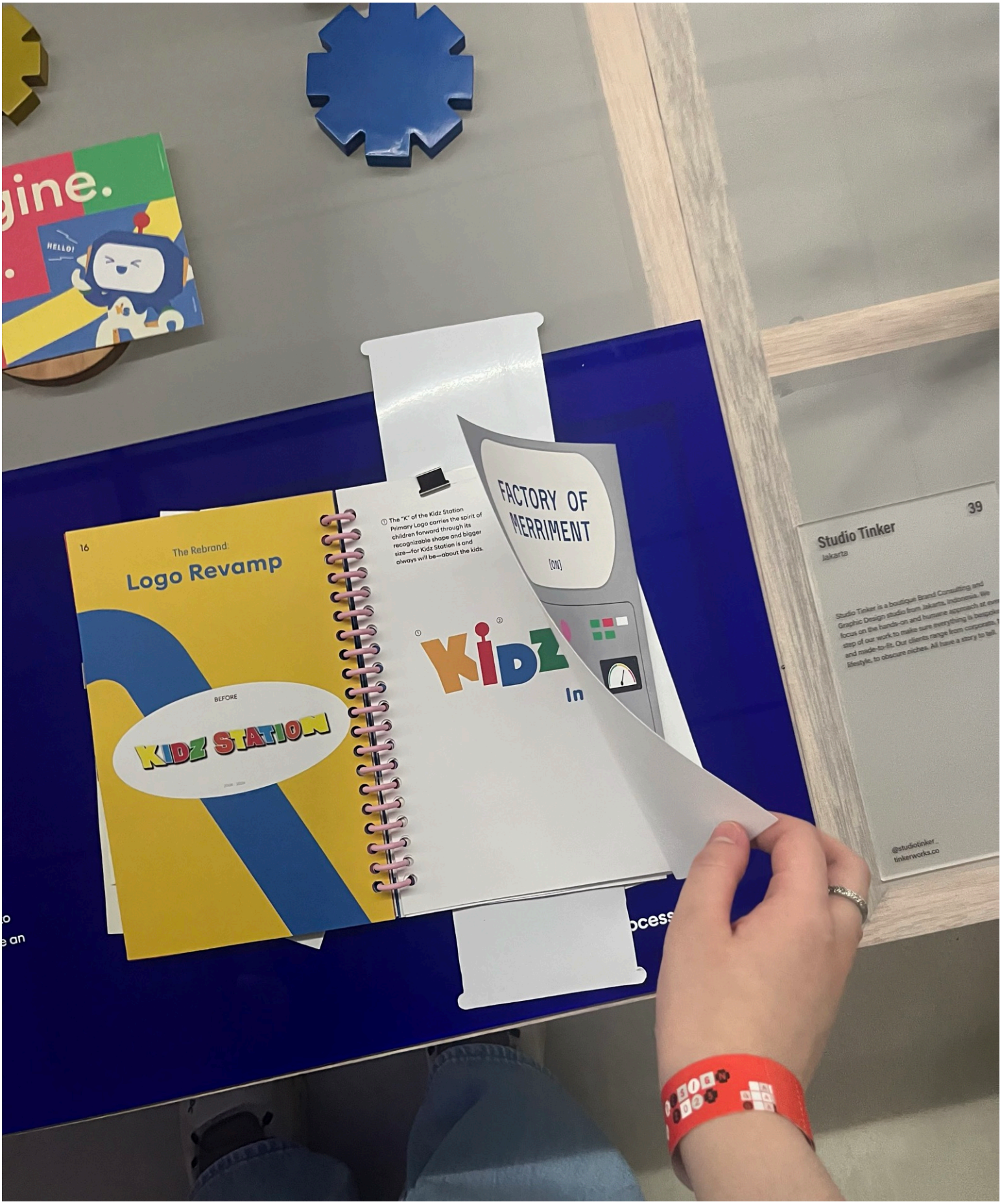
Studio Tinker

Jakarta

Studio Tinker is a boutique Brand Consulting and Graphic Design studio from Jakarta, Indonesia. We focus on the hands-on and humane approach at every step of our work to make sure everything is bespoke and made-to-fit. Our clients range from corporate, to lifestyle, to obscure niches. All have a story to tell.

@studiotinker_
tinkerworks.co


HELLO!
16
The Rebrand:
Logo Revamp
BEFORE
KIDZ STATION
FACTORY OF MERRIMENT
[ON]
Studio Tinker
Jakarta


gine.
HELLO!
16
The Rebrand:
Logo Revamp
BEFORE
KIDZ STATION
① The "K" of the Kidz Station Primary Logo carries the spirit of children forward through its recognizable shape and bigger size—for Kidz Station is and always will be—about the kids.
FACTORY OF MERRIMENT
(ON)
KIDZ
In
Studio Tinker
39
Jakarta
Studio Tinker is a boutique Brand Consulting and Graphic Design studio from Jakarta, Indonesia. We focus on the hands-on and humane approach at every step of our work to make sure everything is bespoke and made-to-fit. Our clients range from corporate to lifestyle, to obscure niches. All have a story to tell.
@studiotinker_
tinkerworks.co

Creative 37

e is a full-service branding agency
nsforming businesses into
rands. We blend creativity with
ts to deliver branding solutions that
ther you're launching a new business or
existing brand, we offer tailored services
our brand and engage your target
oss all channels. Our expertise also
rand activation, where we bring your
through immersive experiences, events,
gns that foster meaningful interactions and
ner engagement.

tigacreative

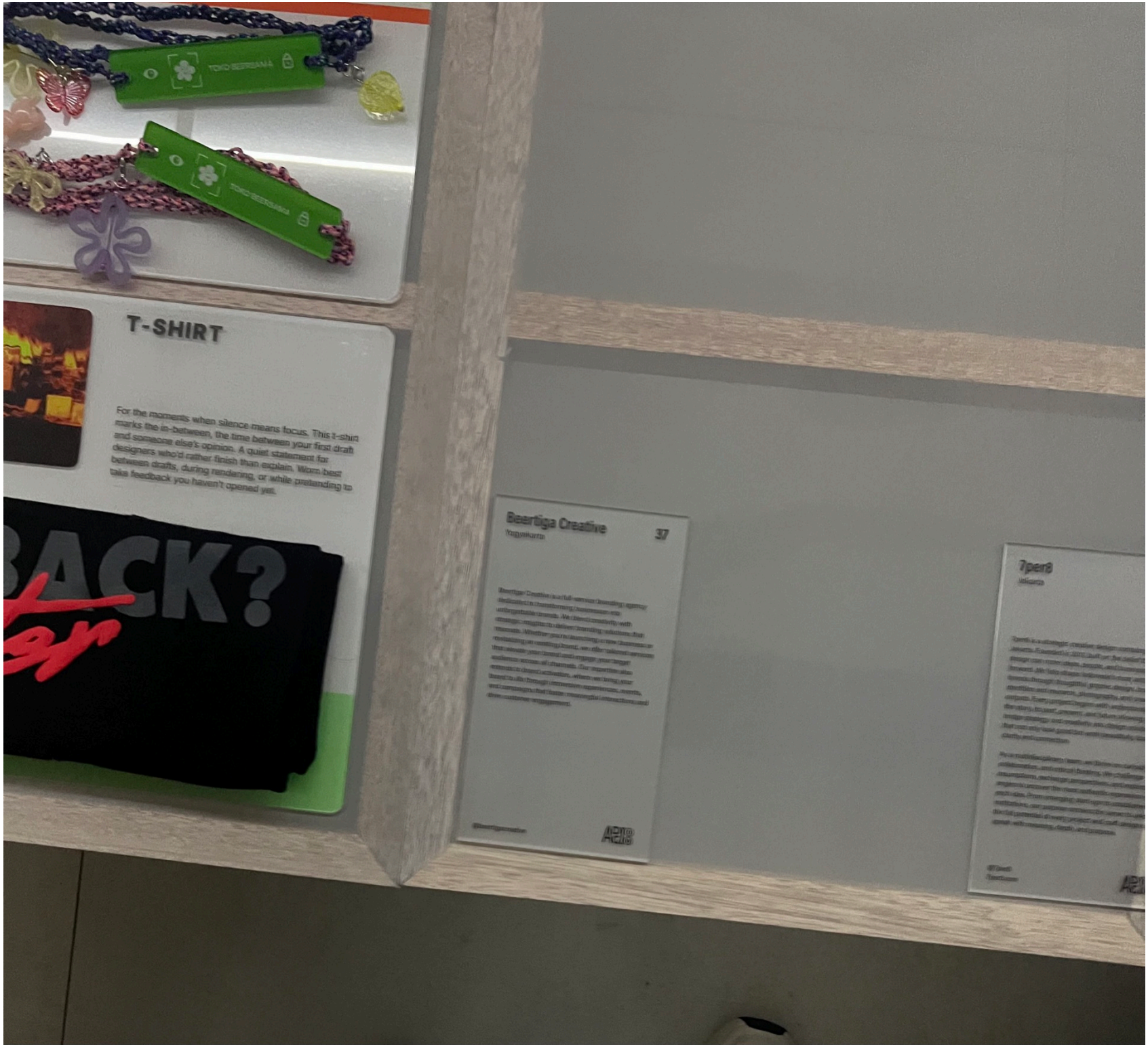
7per8 38

Jakarta

7per8 is a strategic creative design company based in Jakarta. Founded in 2017, built on the belief that good design can move ideas, people, and businesses forward. We help shape Indonesia's most ambitious brands through thoughtful graphic design, branding identities and research, photography, and creative outputs. Every project begins with understanding of the story, its past, present, and future allowing us to bridge strategy and creativity into design solutions that not only look good but work beautifully, fostering clarity and connection.

As a multidisciplinary team, we thrive on curiosity, collaboration, and critical thinking. We challenge assumptions, exchange perspectives, and explore new angles to uncover the most authentic expression of each idea. From emerging start-ups to established institutions, our purpose remains the same: to unlock the full potential of every project and craft designs that speak with meaning, depth, and purpose.

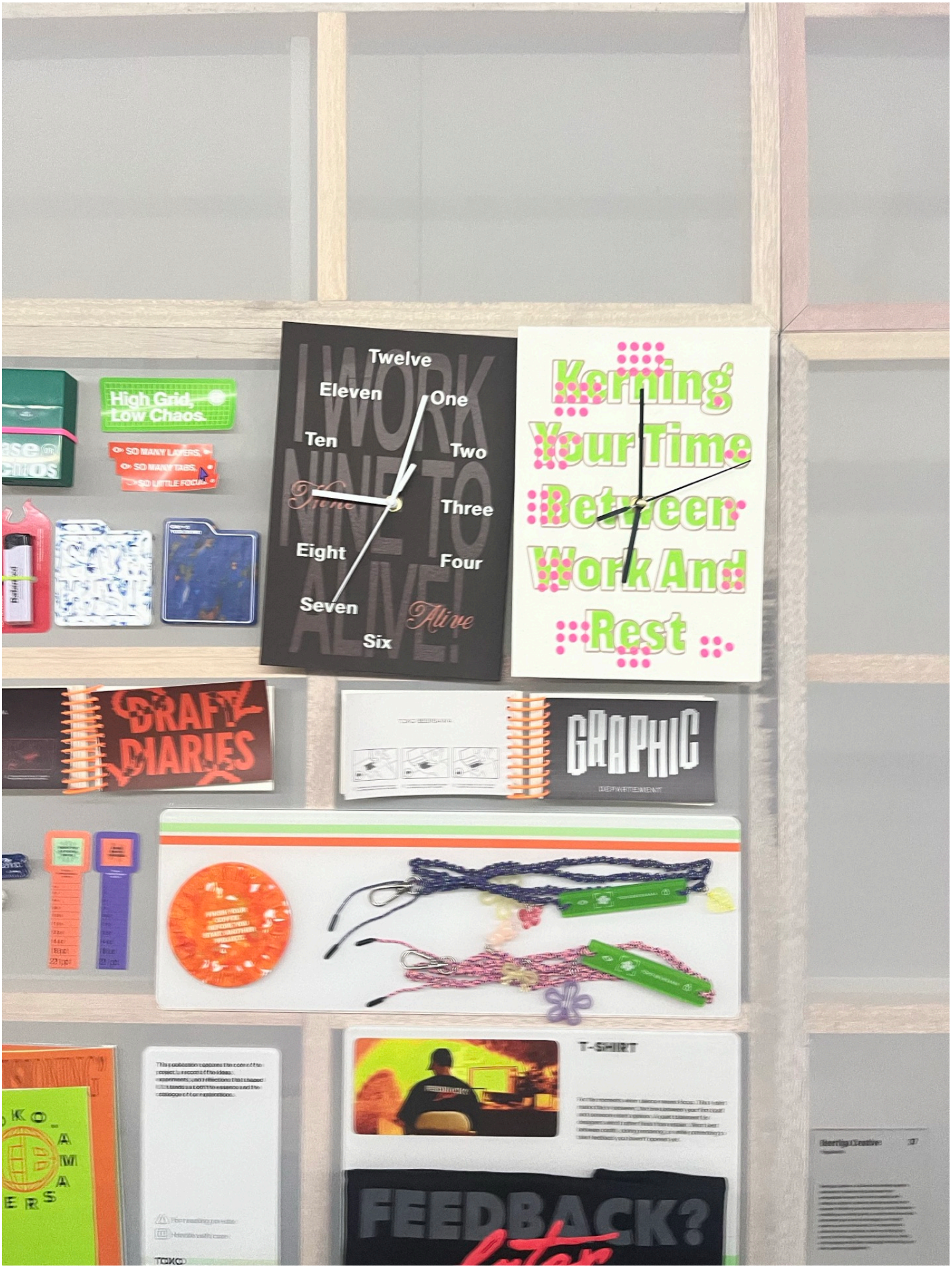
@7per8
7per8.com


T-SHIRT
For the moments when silence means focus. This t-shirt marks the in-between, the time between your first draft and someone else's opinion. A quiet statement for designers who'd rather finish than explain. Worn best between drafts, during rendering, or while pretending to take feedback you haven't opened yet.
Beertiga Creative
37
7per8

TOKO BEERSAMA
DRAFT DIARIES
Measurement
GMD+R
PROPERTY OF THE CREATIVE PROCESS
A PHASE IS PART OF THE PROCESS
6 pt
7 pt
8 pt
9 pt
10 pt
11 pt
12 pt
14 pt
18 pt
21 pt
FINISH YOUR COFFEE BEFORE YOU START ANOTHER PROJECT.
"REVISIONING"
TOKO BEERSAMA
BY BEERTIGA CREATIVE
©2025
This publication captures the core of the project, a record of the ideas, experiments, and reflections that shaped it. It stands as both the essence and the catalogue of our explorations.
For reading on-site
Handle with care
TOKO BEERSAMA

High Grid, Low Chaos.
SO MANY LAYERS,
SO MANY TABS,
SO LITTLE FOCUS.
chaos
TOKO BEERSAMA
DRAFT DIARIES
FINISH YOUR COFFEE BEFORE YOU START ANOTHER PROJECT.
Eight

JUST PRESS IT
OR
chaos
JUST PRESS IT
case OR chaos
ILLUSTRATOR'S FAVORIT COLOR
TOKO BEERSAMA
TOKO BEERSAMA


High Grid, Low Chaos.
SO MANY LAYERS.
SO MANY IDEAS.
SO LITTLE FOCUS.
I WORK NINE TO ALIVE!
Twelve
Eleven
One
Ten
Two
Time
Three
Eight
Four
Seven
Alive
Six
Kerning Your Time Between Work And Rest
DRAFT DIARIES
GRAPHIC
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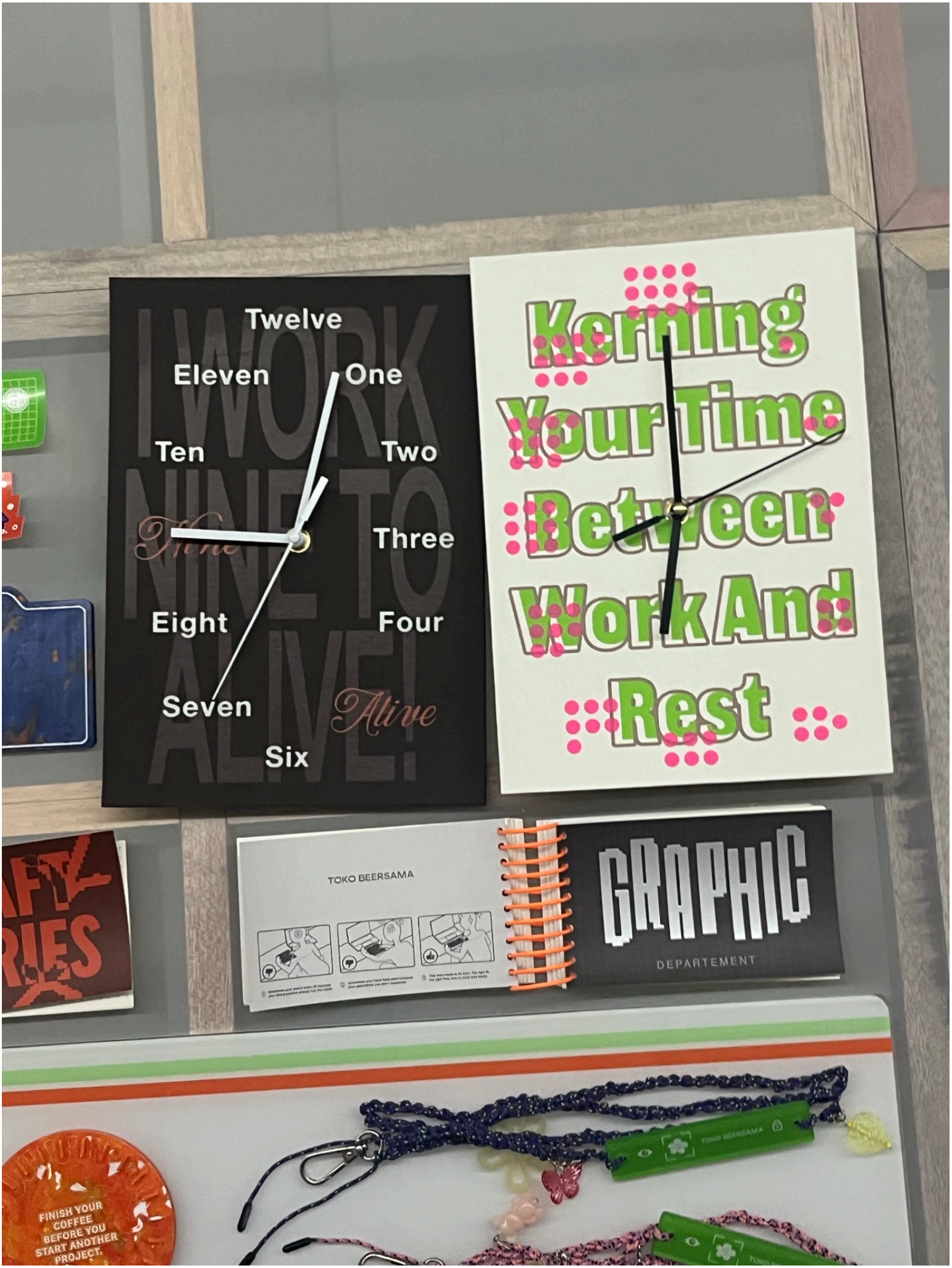
T-SHIRT
FEEDBACK?


I WORK NINE TO ALIVE!
Twelve
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Time
Alive
Kerning Your Time Between Work And Rest
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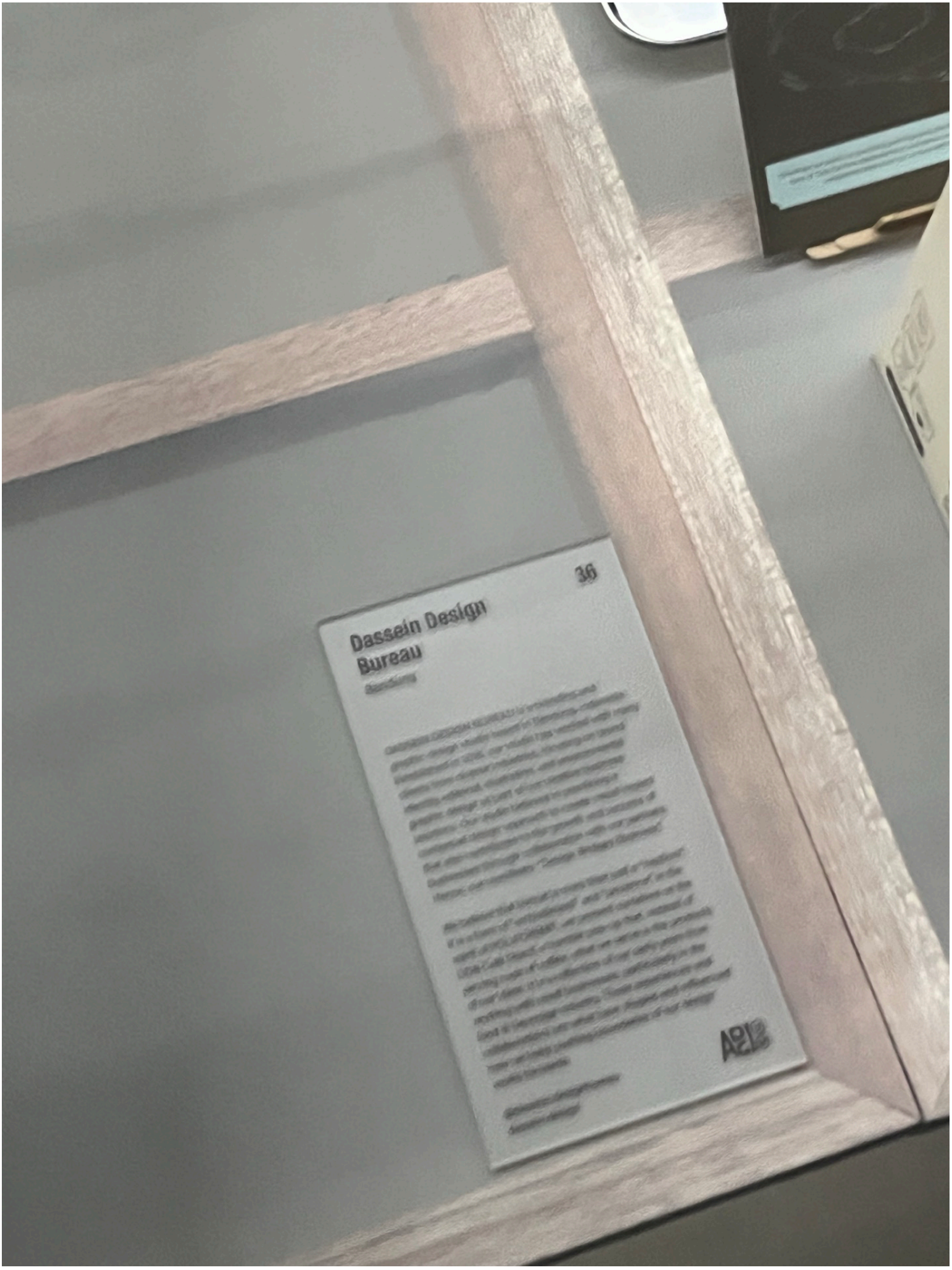
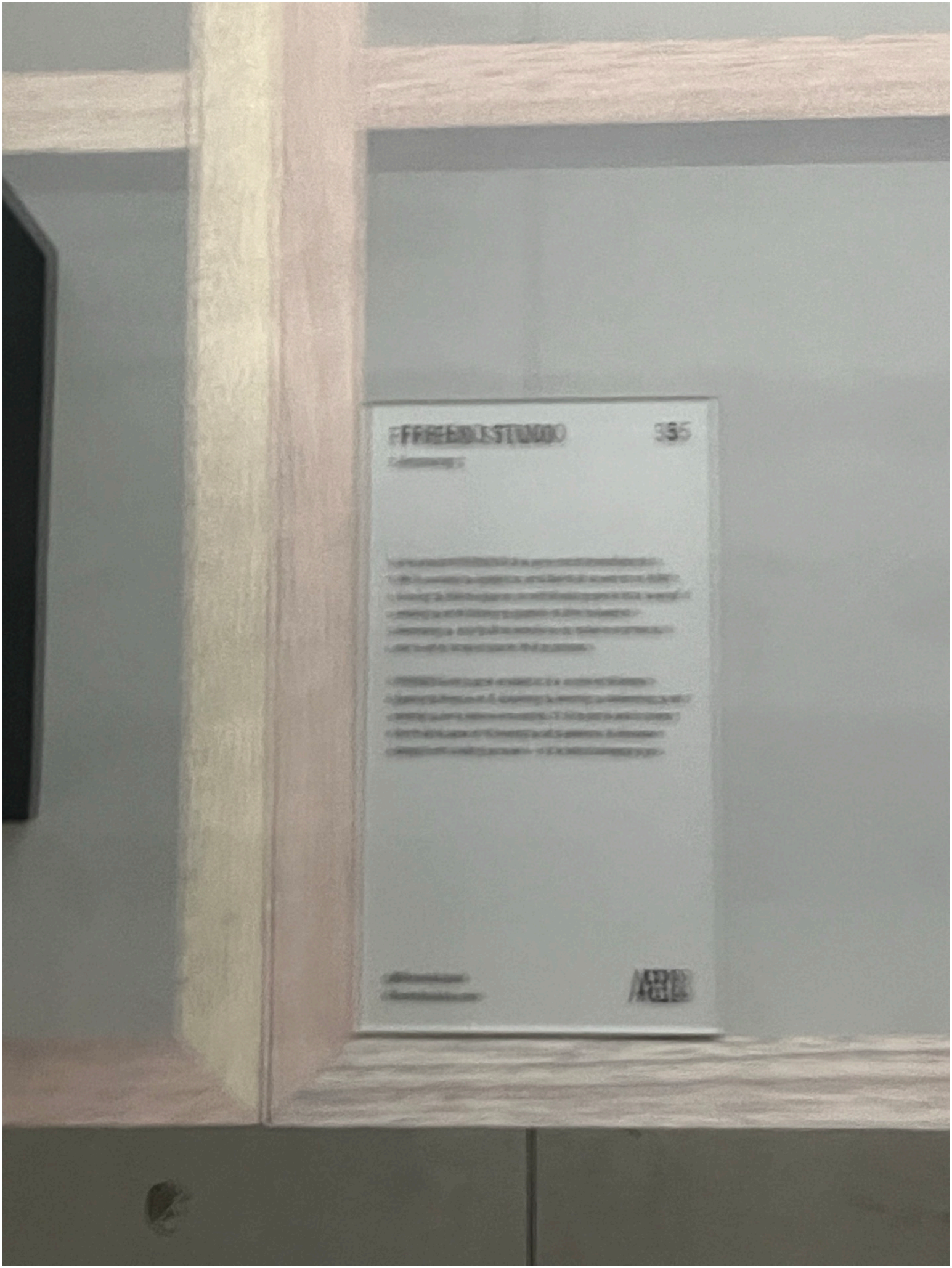
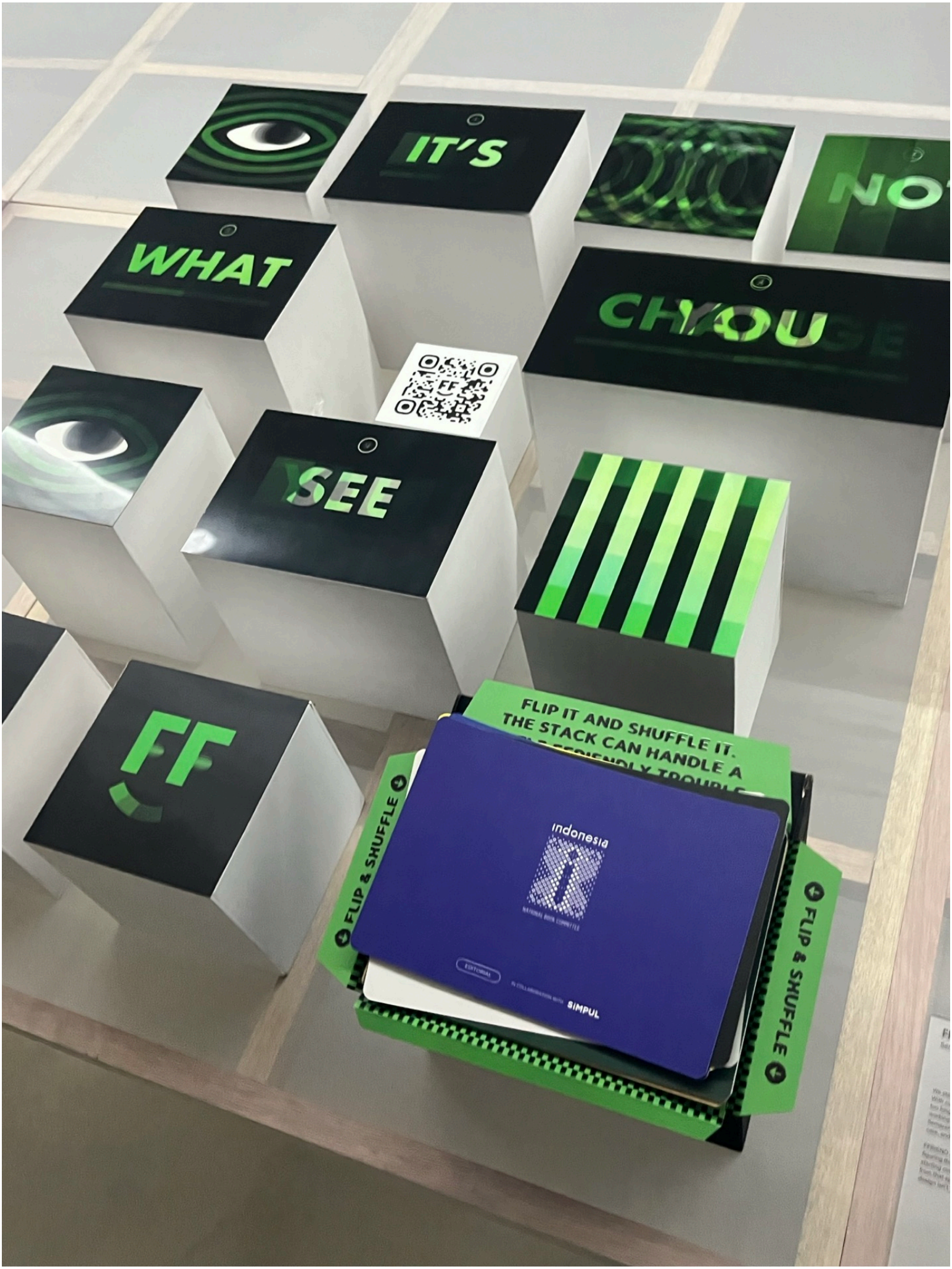
GRAPHIC
DEPARTEMENT
FINISH YOUR COFFEE BEFORE YOU START ANOTHER PROJECT.

Cafe Stand
Work in Drips
Hospitality & Leisure
Works in Drips
Work in Drips
Corporate & Service
Fashion & Lifestyle
ADGI Design Week
POLIFORMAT
Cafe Stand
Cafe Stand


36
Dassein Design
Bureau

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SIMPUL

Museum Wayang
Lantai 2
DDB Café Stand
Work in Drips
Café Stand
Corporate & Service
Brand Atmosphere
Café Stand
Café Stand
Dassein Design Bureau

DDB Cafe Stand
Cafe Stand
Brand Atmosphere

Cafe Stand
Work in Drips
Cafe Stand
Hospitality
Work in Drips
Cafe Stand
Corporate & Service
DDB Café Stand
ADGI Design Week 3.0 FOUFORMAT
Brand— Atmosphere
Food & Beverages
Works in Drips
Works in Drips
ADGI Design Week
& The Rest
F&B

SatuCollective.
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ABSTRACT

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MORE • TENSION • MORE • TENSION • MORE • TENSION • MORE • TE
BEST QUALITY
SatuCollective
CHECK OUT THE ADGI STORE FOR OUR ARTPRINTS
Feel free to browse, touch, and take one home.

SatuCollective.
ABSTRACT
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ABSTRACT
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Satucollective

SatuCollective.

SatuCollective.
LOST

Satu Collective

34

Jakarta

Satu Collective is an independent Jakarta-based studio crafting experiences since 2013. We approach design with curiosity, questioning meanings as we create. For us, design goes beyond aesthetics—it's about solving problems with thought and function. We celebrate the uniqueness of our collaborators, believing creativity isn't linear but always structured. Our services span Branding, Digital, Service, Environmental, and Printed design. By blending familiar methods with fresh perspectives, we build lasting foundations and tell meaningful stories through mindful design.

With over 15 years in the industry, founder Satio Adi Wibowo has built a practice grounded in clarity, curiosity, and cultural nuance. Since establishing the studio in 2013, his work has covered exhibitions, brand identities, and collaborations that blur the line between form and systems thinking. As Director of the Professional Code of Ethics at AGDI, he continues to champion design that carries both impact and integrity—pushing boundaries while upholding responsible creativity.

@satucollective

satu-collective.com

AGDI

FRAGMENT NO 8

JALUR PELARI
TANPA PAMRIH

ZONA HOME
SWEET HOME

ZONA RAMAH
ANABUL GEMAS

ZONA
JADI PINTAR

ZONA
ADEM AYE

THE LIVING AT NINE SECTOR

The Living at Nine Sector menampilkan Bintaro sebagai lanskap yang hidup dan adaptif, tempat desain, komunitas, dan kehidupan sehari-hari saling bertemu.

Dengan Booklet Map, lingkungan ini mengambil bentuk fisik; melalui Warga Resmi, penduduknya hadir dan hidup. Bersama wayfinding, penanda, dan jejak desain lainnya, semua elemen ini membentuk cara kita melihat, merasakan, dan mengingat kota.

Bintaro di Tangerang Selatan — **Reimagined.**

Peta Loca

petaloca.co

Petaloca 33
Tangerang

PETALOCA is a studio focused on map design and illustration that serves as aesthetically pleasing and easy-to-understand visual guides. Each PETALOCA work not only helps people explore places in an engaging way, but also transforms location data into a distinctive visual experience—combining clarity of direction with a distinctive artistic touch.

Beyond functional maps, PETALOCA's work is developed as IP (Intellectual Property) that can be applied to various forms of merchandise and derivative products, from prints and accessories to branding elements. PETALOCA also designs icons for various visual purposes, ensuring each project has a consistent, informative, and recognizable style.

@petaloca.co
petaloca.co

penuh energi

WARGA • RESMI

BINTARO VERIFIED

CINTA PERTAMA!

Bintaro Keren

Bintaro Aja

KELUAR

RUTE NONGKRONG

NATAEBATA II
PVC Waste
Styrene Waste
Plasma Creative Laboratory

6 PARKING AREA
Physone Creative Laboratory

CLINIC
ENTRANCE
[youthology]
[youthology]
STAFF ONLY
PHARMACY

CLIEN YOUTHOLOGY
ARCHITECT GETS ARCHITE
INSTALLATION LIMA DUA
PHOTOGRAPHY ERNEST THEOP

KLINIK PRATAMA
[youthology]
[G] [L]
L
CLINIC
ENTRANCE
ASSEMBLY POINT
[youthology]

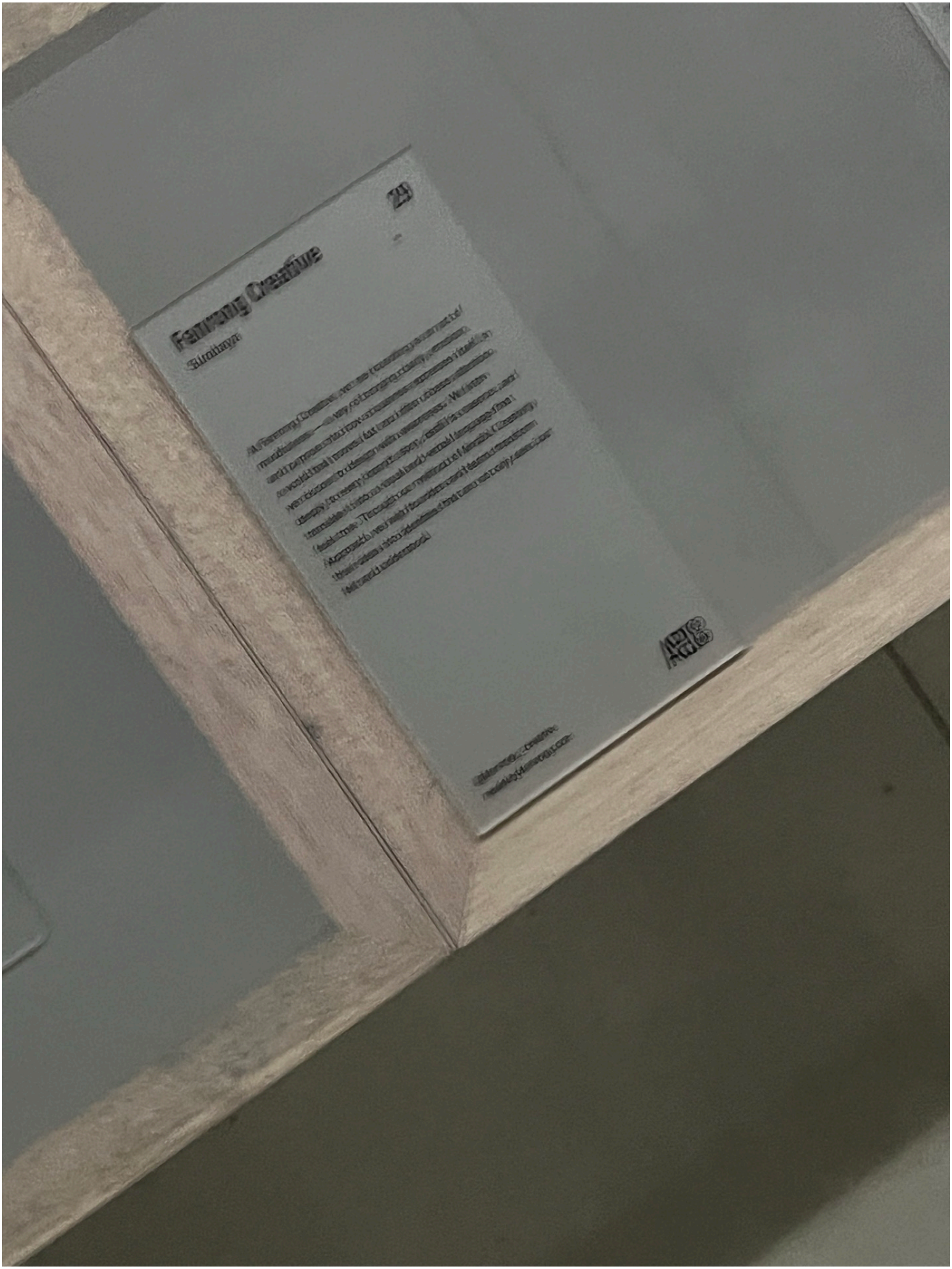
ASSEMBLY
POINT

Real Time Payments
Plainthing
loria
Stop your hair loss. Restart your growth. Track your results.
Effortless Web Hosting for First-Time Business Owners
Bearhost
Plainthing Studio
Bearhost

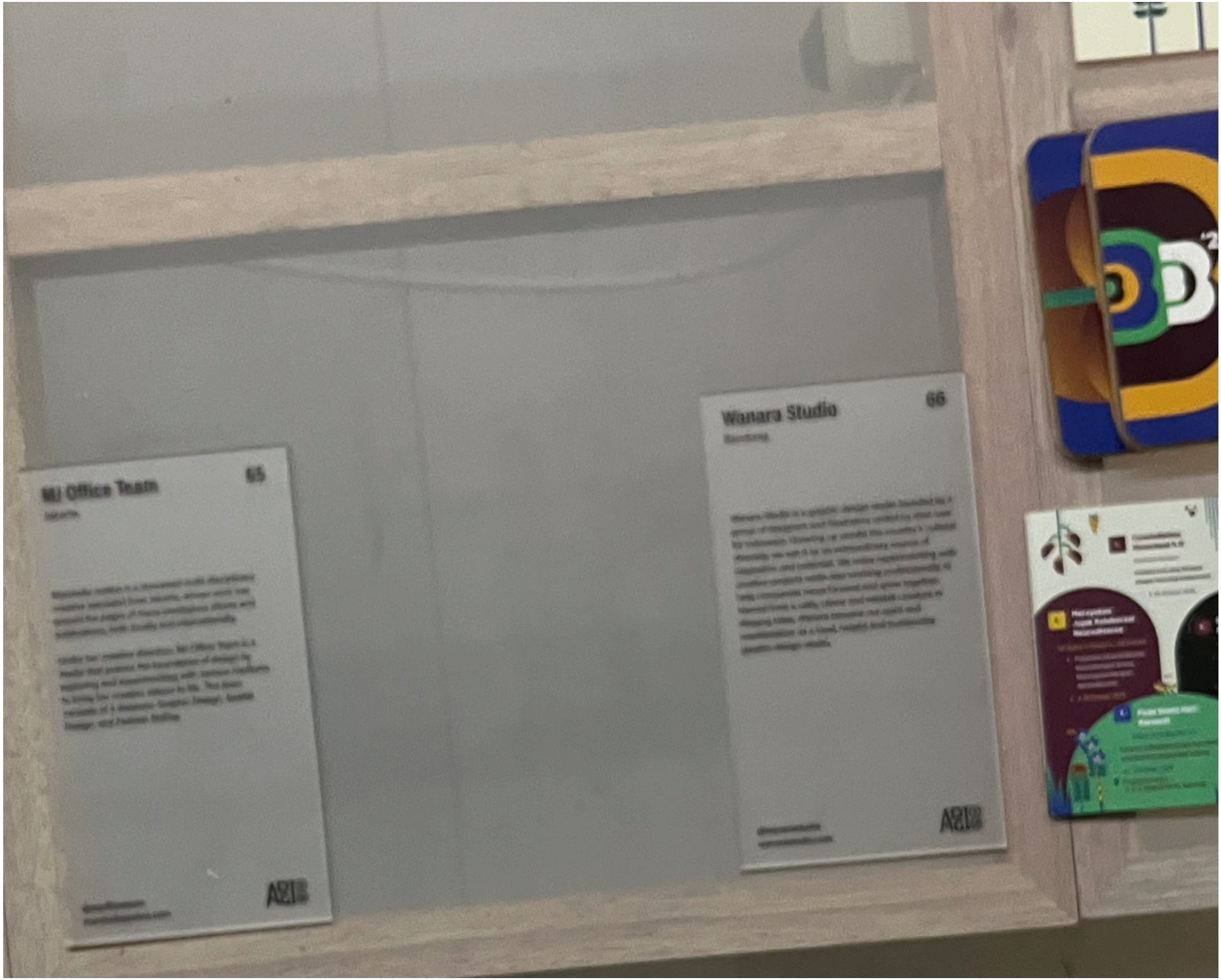
multiple pages along with a fully functional backend system.
This project was quite complex and took a significant amount of time, as it involved contributions from our graphic design, illustration, and UI/UX teams. Despite the challenges, we truly enjoyed the process, it's one of our most comprehensive and rewarding projects to date.
2025 | United Arab Emirates
Branding | Mascot | Website Design | Development
Simple plans
nost
Mascot Guideline
Primary Color
CLOTHES
Primary Color
CLOTHES
Built-In Security
Keep your site safe with firewalls, DDoS protection, and automated backups.
Easy to Manage
Use our simple control panel to manage files, domains, and emails with ease.
Speed & Reliability
Our servers use SSD storage, global CDN, and caching to make your site load lightning fast.

GRAND
BATANG
CITY
Beyond Industrial Estate
Member of Danareksa
PT Kawasan Industri Terpadu Batang
Aula Berkah Kebajikan
SERATOES DELAPAN OEANG
108
QIAN
72
LIANG
36
LIANG
These displays
are interactive.
Please Interact

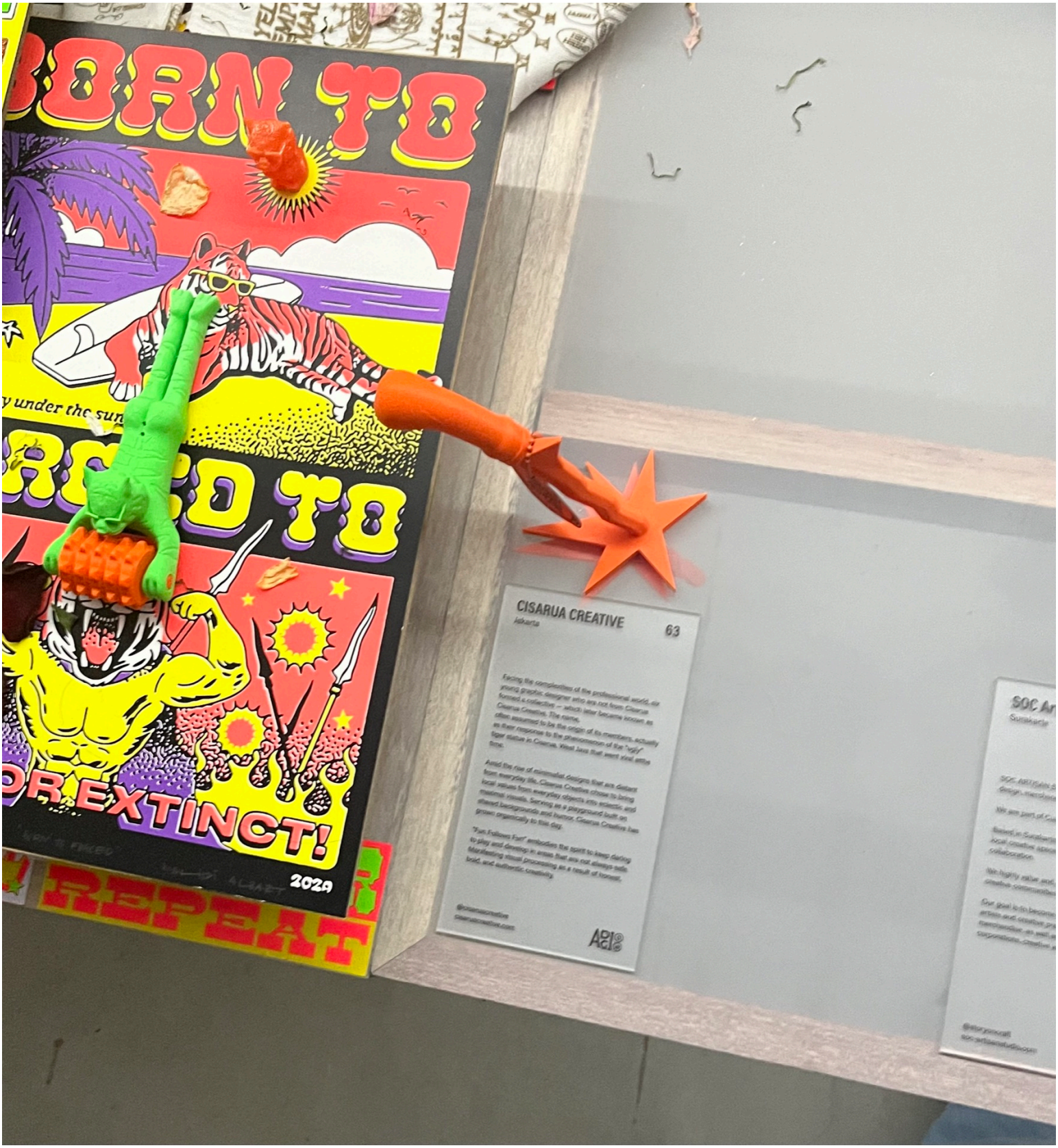
FANRONG
DUS
DUK
DUK
Jan 2025
Green Smoothie Factory
Year Of Mindful Journey
Sustainable Globe Calendar 2025
LOKAKARYA
DESAIN PLANG

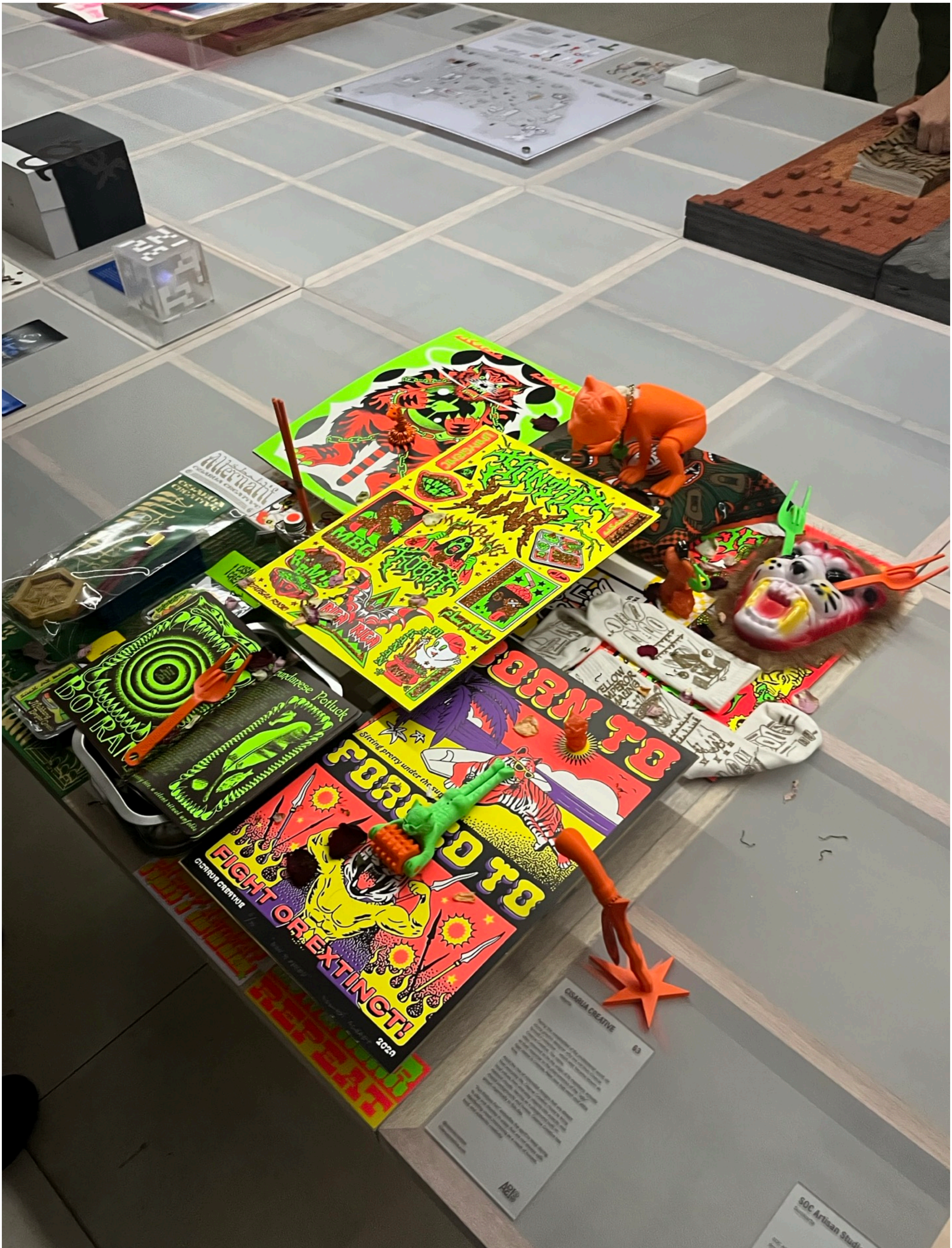

Farming Creative

Look Inside
LIFT TO EXPLORE
MJ Office Team
65


MJ Office Team
65
Wanara Studio
66

SDC Artisan Studio
64

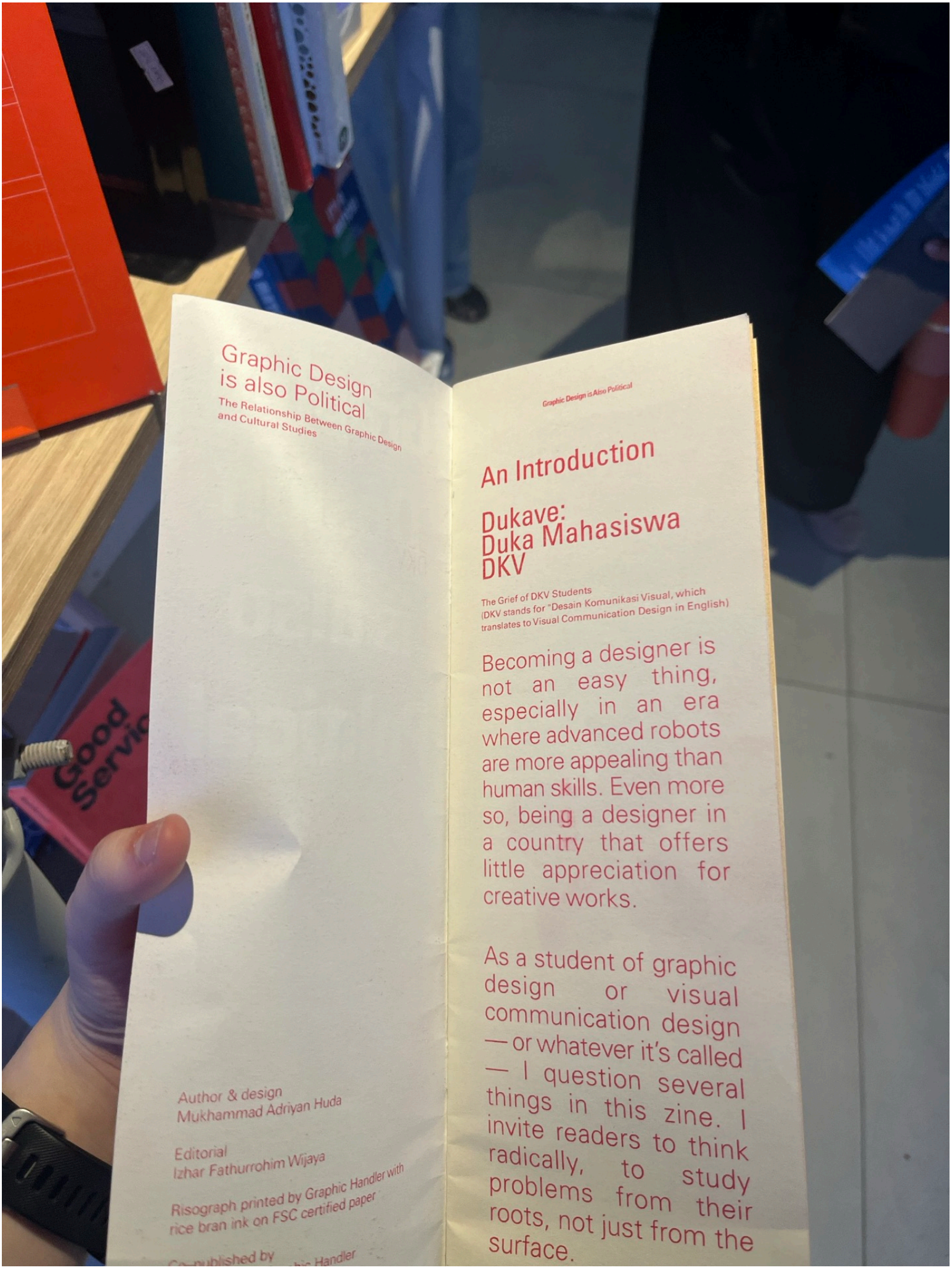

BORN TO
under the sun
RCED TO
OR EXTINCT!
2029
REPEAT
CISARUA CREATIVE
Jakarta
63
Facing the complexities of the professional world, six young graphic designer who are not from Cisarua formed a collective — which later became known as Cisarua Creative. The name,
often assumed to be the origin of its members, actually as their response to the phenomenon of the "ugly" tiger statue in Cisarua. Wast Jaya that went viral some time.
Amid the rise of minimalist designs that are distant from everyday life, Cisarua Creative chose to bring local values from everyday objects into eclectic and maximal visuals. Serving as a playground built on shared backgrounds and humor, Cisarua Creative has grown organically to this day.
"Fun Follows Fun" embodies the spirit to keep daring to play and develop in areas that are not always safe, manifesting visual processing as a result of honest, bold, and authentic creativity.
@cisarua.creative
cisarua.creative.com
SOC Ar
Surakarta


FIGHT OR EXTINCT!
2020
Sundanese Potluck
CISARUA CREATIVE
SOC Artisan Studio

MBG
RICH RICH
Sundanese Potluck
Sitting pretty under the sun
FORN TO
FIGHT OR EXTINCT!
2020

RIP RIP
Sundanese Potluck
Sitting pretty under the sun
FORBIDDEN
HT OR EXTINCT!
CISARUA CREATI

Alternatif
Sundanese Potluck
Sitting pretty under the sun
BORN TO
FORCED TO
FIGHT OR EX
YELLOW EMPEROR MAUNG
MBG



Graphic Design is also Political

The Relationship Between Graphic Design and Cultural Studies

Author & design
Mukhammad Adriyan Huda

Editorial
Izhar Fathurrohim Wijaya

Risograph printed by Graphic Handler with rice bran ink on FSC certified paper

Co-published by
Graphic Handler

An Introduction

Dukave: Duka Mahasiswa DKV

The Grief of DKV Students
(DKV stands for "Desain Komunikasi Visual, which translates to Visual Communication Design in English)

Becoming a designer is not an easy thing, especially in an era where advanced robots are more appealing than human skills. Even more so, being a designer in a country that offers little appreciation for creative works.

As a student of graphic design or visual communication design — or whatever it's called — I question several things in this zine. I invite readers to think radically, to study problems from their roots, not just from the surface.

Graphic Design is also Political

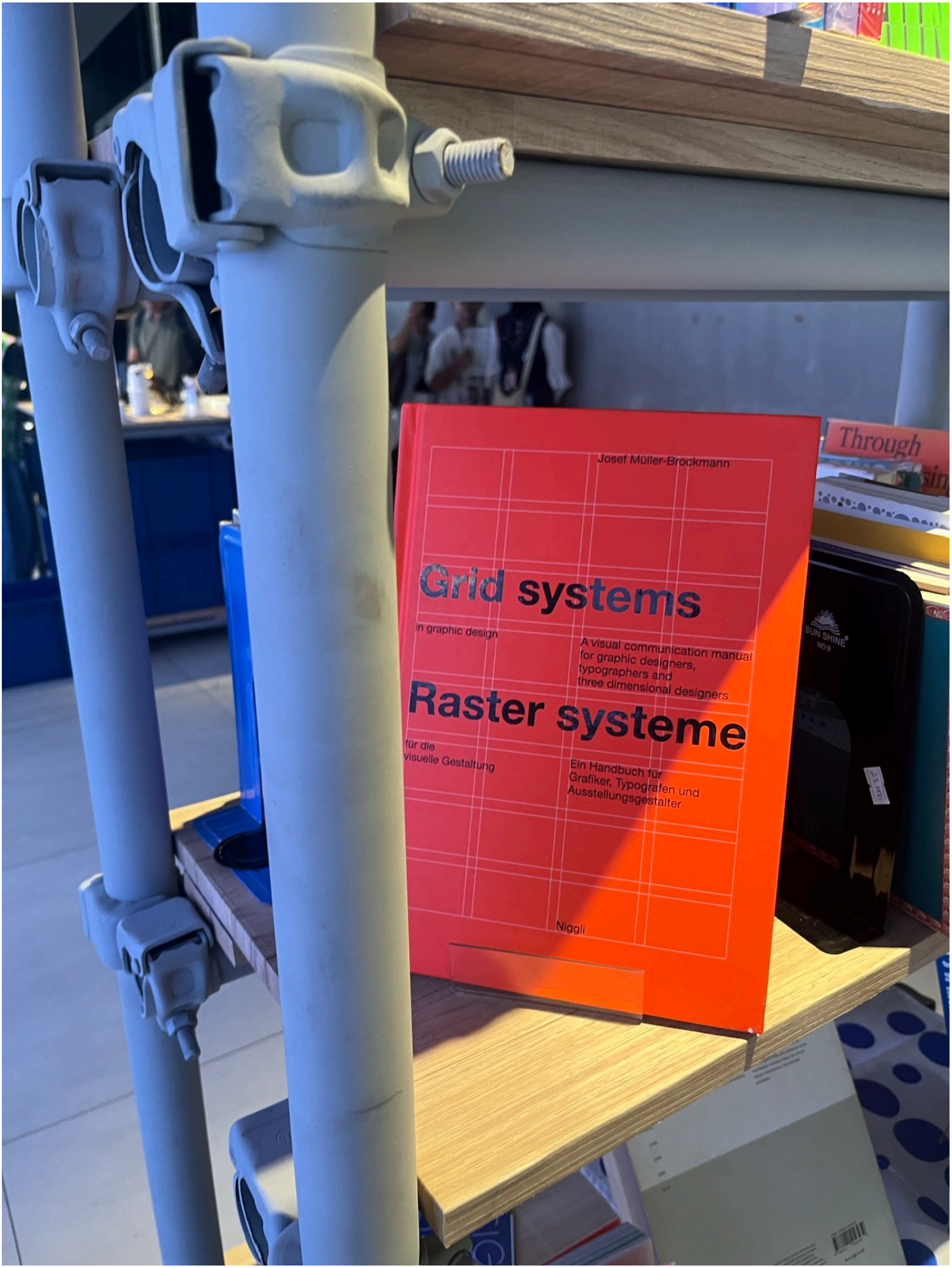
Sample

Relationship

Between

Graphic Design

and Cultural Studies


Josef Müller-Brockmann
Grid systems
in graphic design
A visual communication manual for graphic designers, typographers and three dimensional designers
Raster systeme
für die visuelle Gestaltung
Ein Handbuch für Grafiker, Typografen und Ausstellungsgestalter
Niggli
Through
SUN SHINE

Graphic Design is also Political
The Relationship Between Graphic Design and Cultural Studies
Colour Clash
Mascot
CITIZEN FIRST DESIGNER SECOND
DESIGNING JAPAN
A FUTURE BUILT ON AESTHETICS
KENYA HARA
DM @ebergrafis FOR BOOK PURCHASE
Josef Müller-Brockmann
Grid systems
Through
EXHIBITORS

Tiny Studio
A TINY ZINE FOR BIG QUESTIONS
Johannes Obkircher

You do have
nerve asking me
this. But your
intentions shall
be honoured:
I don't think now
is the right time.
You might wait
to wait just a day
or two.

Design ing
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TAMAN ISMAIL MARZUKI
19 - 23 NOV 2025
EXHIBITIONS / TALKSHOWS / WORKSHOPS
STUDENT PROGRAMS / AWARDS / POP UP MARKET
WWW.ADGI.OR.ID
@ADGIDESIGNWEEK
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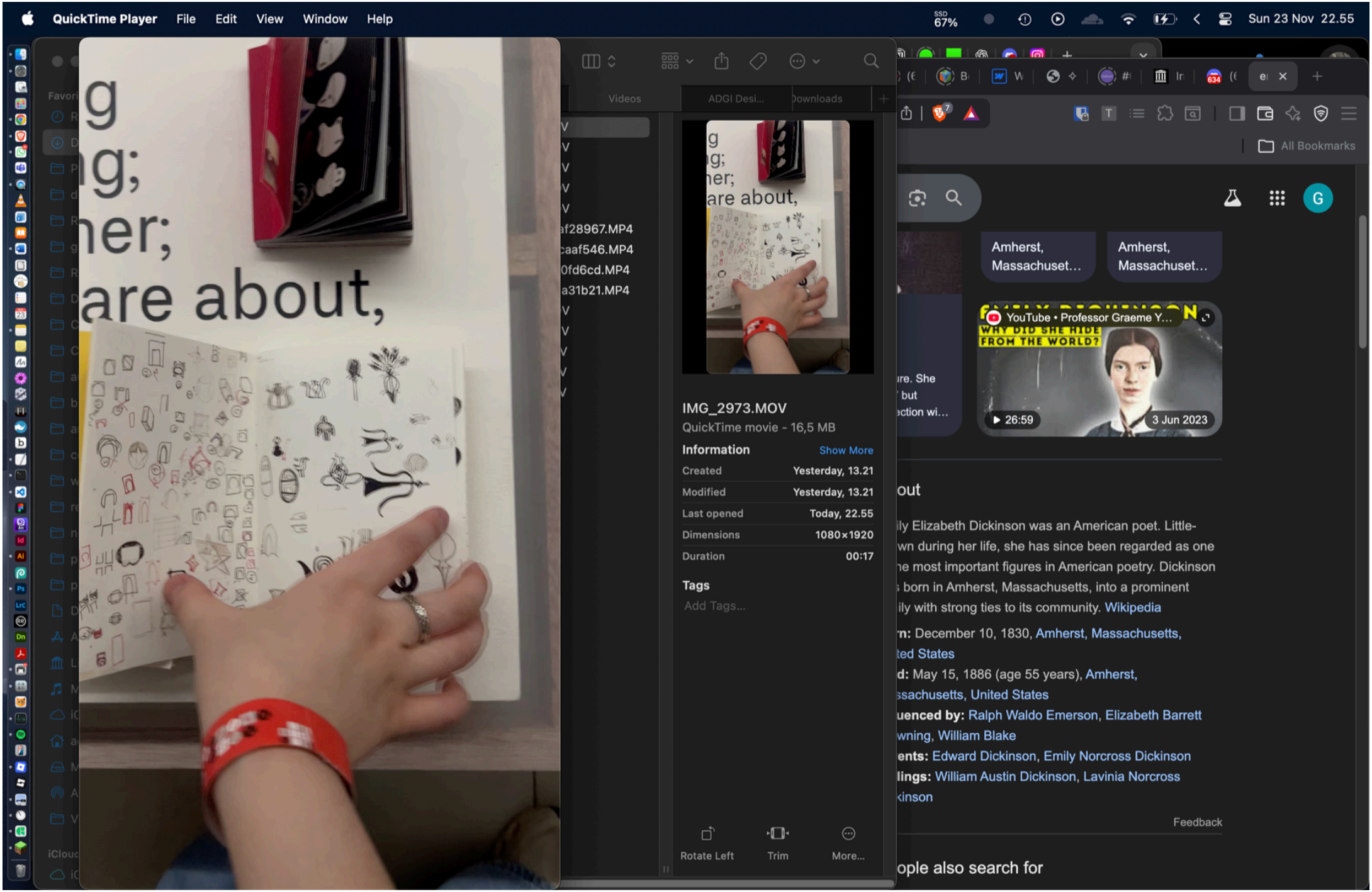
PECEL AYAM
TAHU/TEMPE GORENG
NASI UDUK/GORENG
ENTRY PASS
EXHIBITION
A TINY ZINE FOR BIG QUESTIONS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Yesterday, 13.21
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Dimensions
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Rotate Left
Trim
More...
All Bookmarks
Amherst, Massachuset...
Amherst, Massachuset...
YouTube • Professor Graeme Y...
WHY DID SHE HIDE FROM THE WORLD?
26:59
3 Jun 2023
ily Elizabeth Dickinson was an American poet. Little-
wn during her life, she has since been regarded as one
he most important figures in American poetry. Dickinson
born in Amherst, Massachusetts, into a prominent
ily with strong ties to its community. Wikipedia
n: December 10, 1830, Amherst, Massachusetts,
ted States
d: May 15, 1886 (age 55 years), Amherst,
ssachusetts, United States
uenced by: Ralph Waldo Emerson, Elizabeth Barrett
wning, William Blake
ents: Edward Dickinson, Emily Norcross Dickinson
lings: William Austin Dickinson, Lavinia Norcross
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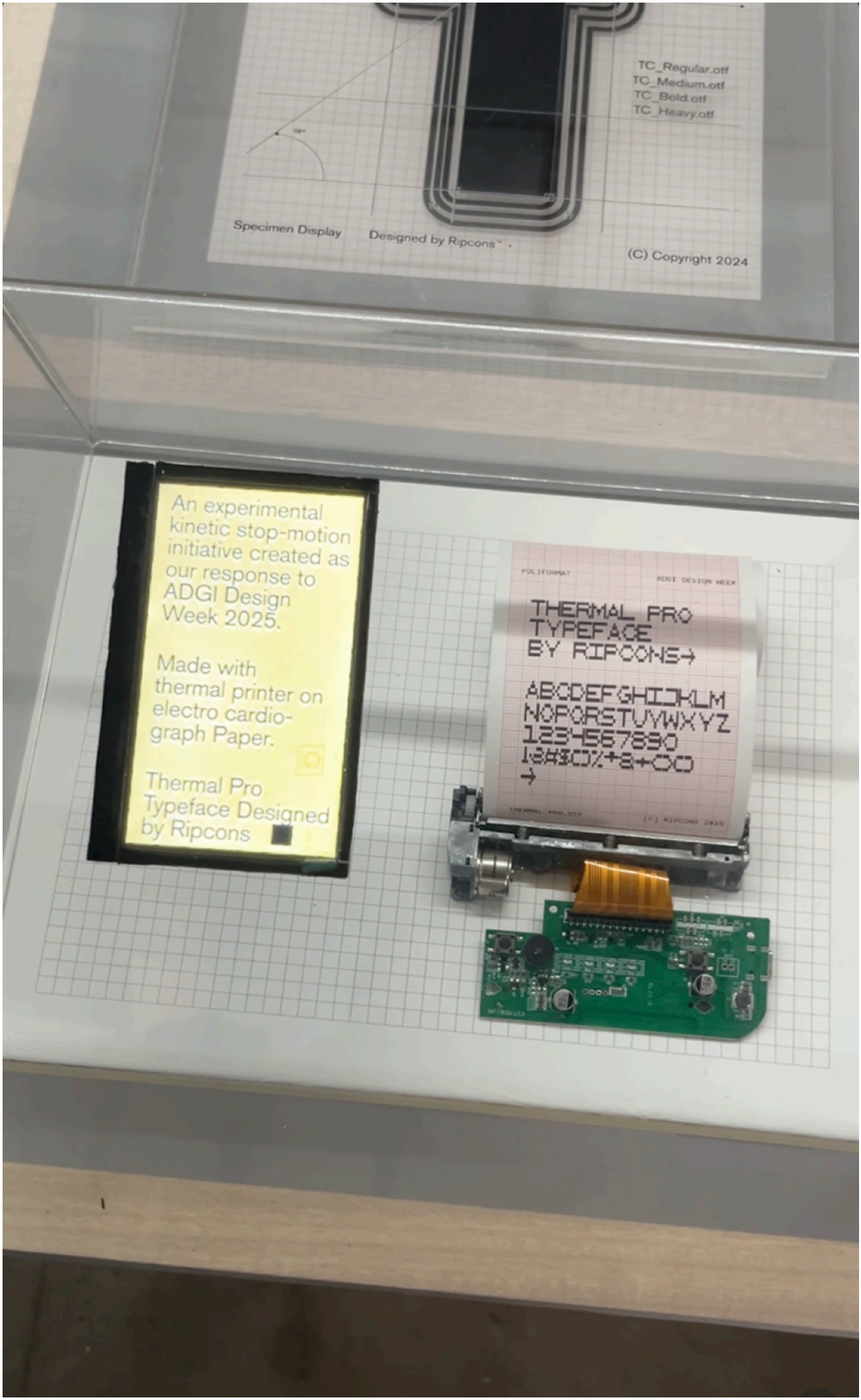
TC_Regular.otf
TC_Medium.otf
TC_Bold.otf
TC_Heavy.otf
Specimen Display
Designed by Ripcons™
(C) Copyright 2024
An experimental kinetic stop-motion initiative created as our response to ADGI Design Week 2025.
Made with thermal printer on electro cardio-graph Paper.
Thermal Pro Typeface Designed by Ripcons
POLYFORMAT
ADGI DESIGN WEEK
THERMAL PRO
TYPEFACE
BY RIPCONS→
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(Compiled by Garlic Cracker Press)